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March 12, 2007

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Computerworld community bonds over tales of IS woes
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IGS EMEA lands groundbreaking 13-country deal with Dell
Channel World debuts as India's first weekly channel title
IDG Brazil converts to local ownership business
IDG Sweden introduces ***Digital Living*** **supplement**
IDG Business units team up to share video at CeBIT
PC-Welt's super PC draws 50,000 contest entries
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Colin Crawford named to Folio list of media influencers
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Celebrating 10: **IDG Research Services' Albie Minkovitz**

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PC-Welt readers respond to memory stick circulation promotion
One on one: **IDC South Pacific VP/Managing Director Chris Fell**
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Celebrating 10: ***InfoWorld* Editor-in-chief Steve Fox**

May 14, 2007

Computerworld celebrates 40th anniversary
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Network World iDemand platform bridges print, online
IDG named to Best Places to Work in Massachusetts list
BtoB picks four **IDG brands** for annual Media Power 50 list
Crawford, Ebb, Bragdon named Top Innovators by *Media Business*
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CW Denmark nominated for prestigious awards
Celebrating 10: **IDG's Barbara Irvine**

May 21, 2007

Podcasts catching on with **Network World** audience
IDG European business units share online tool data in database
Pat McGovern delivers keynote address at FIPP conference
IDG World Expo CEO featured in upcoming ad campaign
IDG's Turkish licensee adds ***CIO*** title
One on one: **Network World EVP/Events & Executive Forums Neal Silverman**
IDC Italy produces third **CIO Conference** in Milan
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May 28, 2007

PC for Alla ties price increase to support for environment
Microsoft signs exclusive ad deal for **IDG** Web-tuned enterprise sites
Advisory board keeps ***CIO India*** in touch with audience needs
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Mac Publishing extends Superguide lineup with Apple TV guide
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June 4, 2007

PC World Portugal debuts as 50th member of the product line
IDG Connect aims to establish itself as No. 1 source of leads
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June 11, 2007

IDG U.S. enterprise brands launch mobile news alert program
CW's 'human-powered' blog aggregator boosts traffic
IDG's longtime Finnish publishing partner launches ***CIO***
PCW India's monthly DVD draws praise from readers, advertisers
One On One: **IDG Communications Executive VP/Online Colin Crawford**
Celebrating 10: **Mac Publishing's Dan Miller**

June 18, 2007

CW Honors Program recognizes user achievements
PC World editorial reorganization aims to boost daily Web content
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Banking Vietnam event broadcasts panel discussion on Vnmedia.com
Point of View: **CXO Media's Esther Schindler** weighs in on editorial self-promotion
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Celebrating 10: **Computerworld's Sean Weglage**

June 25, 2007

IDC Innovation Awards share success globally
IDG China unveils site, publication for entrepreneurs
CW Denmark introduces a wiki for reader dialogue
Computerworld produces fifth annual **Mobile & Wireless World**
IDG Ventures India invests in online multiplayer gaming firm
One on one: **IDG Chairman Pat McGovern**
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July 2, 2007

Note: print issues of *IDG World Update* will appear on July 9, July 23, Aug. 6 and Aug. 20 before returning to a weekly schedule on Sept. 3.

July 9, 2007

Computerworld adopts magazine format
IDC returns to Greece with successful security, storage event
Deb Winders, Piper Sheer are finalists for new ABM award
Boston Business Journal designates **IDG** among "best places to work"
IDG Sweden's custom publishing team seeks new markets
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July 23, 2007

Aspiring game developers vie for **IDGE** "Top Modder" honors
PC-WELT establishes strong ties at Asia's biggest IT event
On 100th visit to China **Pat McGovern** visits new IDG Ventures office
IDG buys **ITworld.com** network of sites, database
One on one: **IDC EMEA Conference Group VP Bianca Bruhn**
French publisher licenses online editions of **PCW, GamePro**
InfoWorld honors outstanding contributors with Spotlight Awards
Celebrating 10: **Network World's Frank Coelho**

August 6, 2007

iPhone "abuse" attracts record traffic to **PC World** site
InfoWorld develops video channels on YouTube, Yahoo!
Pat McGovern attends Vietnam Expo, visits Cambodia
Bio Fuels World debuts in Japan
PCWorld.com introduces Recommend feature
One on one: **IDG Communications' Executive VP, Online Colin Crawford**
Computerworld's Sandy Weill wins caption contest

August 20, 2007

Focus on customer service distinguishes **Jobworld** site
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New co-located conference boosts attendee numbers at **LinuxWorld**
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One on one: **Techworld Editor Max Cooter**
Game developers flock to **IDG Germany's Making Games Conference**
IDG's Three Tenors land on YouTube
Celebrating 10: **Network World's Deb Lovell**

September 3, 2007

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One on one: **Network World CEO and Publisher Evilee Ebb**
PC World Latin America team reorganizes as IDG licensee
IDG Sweden spins off year-old *Big Twin* magazine, retains 20% stake
Network World changes to magazine format
Quick poll: **IDG** Employees sound off on office pet peeves

September 10, 2007

IDG India employs unique recruitment effort
IDG Denmark's online business guide driving revenue
IDG Event organizers aim for cross-business-unit collaboration
One on one: **IDG's Director of Corporate Communications Susanna Hinds**
Create a caption for the latest cartoon contest

September 17, 2007

Mike Kisseberth to lead **PC World Communications, Mac Publishing**
PC World print redesign keeps pub relevant in Web world
IDG Research Services marks 20 years of media, market research
One on one: **PCW/MW SVP & General Manager/Online at Macworld & PC World Stephan Scherzer**
IDG Game Developers Conference debuts in China
Quick poll: Cartoon caption winners reveal their strategies

September 24, 2007

Sponsors flock to **India's CIO 100 Symposium and Awards**
Second annual **DEMO China** showcases hot products
John O'Malley, Matthew Yorke increase pan-IDG responsibilities
One on one: **CXO Media President & CEO Michael Friedenberg**
IDG Sweden expands community opportunities
IDC's Robert Mahowald returns from 12-month deployment to Kuwait, Iraq
IDG List Services President Deb Goldstein bids farewell to IDG

October 1, 2007

IDG brands win 12 Folio Awards for online, print excellence
IDG forms joint venture with French Internet group
GamePro capitalizes on long-anticipated game title to boost sales
One on one: **IDG EVP/Online Colin Crawford**
Nordic CW teams begin content collaboration
Celebrating 10: **Network World's Andrea D'Amato**

October 8, 2007

IW's Virtualization Forum focuses on enterprise-wide solutions
IDG adds online technical training from lynda.com
IDG supports IAB Awards program
iPhone Superguide distills online coverage into 92-page guide
IDG Employee blogs look at online quizzes, BugMeNot.com
IDG Vietnam organizes two events in Hanoi
In Memoriam: **CXO Media's Lorraine Cosgrove Ware**
IDG Golf League turns 10
Celebrating 10: **IDC's Henry Morris**

October 15, 2007

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Small business finds a stage at **DEMO fall**
PC World Latin America Awards attract region's top executives
One on one: **IDG Corporate Sales VP/Business Development Charles Lee**
CW Denmark launches new online products
Redesigned ***PC-Welt*** capitalizes on strengths of print
Cartoon caption contest winners
IDG Spain's Paco Zabala retires

October 22, 2007

GPSC meetings showcase innovation, online transition
IDG Ventures Korea office will manage $100 million fund
PCWorld.com test-drives live chat room at Apple demo
CW's iPhone contest educates clients about user-generated content
IDG World Expo's Melinda Kendall named Show Manager of the Year
IDG Employee Photo Calendar can be customized for local use
CXO Media marks 20 years of publishing

October 29, 2007

High-energy **E For All** makes successful debut in Los Angeles
IDC's annual customer meeting yields valuable feedback
One on one: **Randy Giusto, IDC's group VP & general manager, Mobility Computing & Consumer Markets**
Celebrating 10: **IDC's Robert Amatruda**

November 5, 2007

IDC launches **Global Retail Insights**
IDG Poland contest drives traffic, boosts Google ranking
Inaugural ARN awards program has green theme
Computerworld correspondent does triple duty at Texas IT conference
One on one: **IDG News Service Editor-in-chief Elizabeth Heichler**
U.S. HR groups adopt Web-based applicant tracking system
New cartoon caption contest

November 12, 2007

DEMO Germany marks brand's debut in Europe
CIO hosts fifth conference in The Year Ahead series
IDG West Coast sales teams entertain clients at annual Halloween bash
IDG's Israeli licensee launches IT Web site modeled on CW brand
September publication profit margin report
One on one: **IT World Canada President & COO Andy White**
IDG Dutch employee's ultra race aids Colombian children

November 19, 2007

Networkworld.com rolls out whiteboard video series
InfoWorld turns to podcasting to educate sales team
IDG World Expo set to launch **GreenXchange** brand
One on one: **IDG Chairman Pat McGovern**
IDG launches multimedia training series in the U.S.
IDG promotions, new employees, returning employees
IDG employees celebrate anniversaries

November 26, 2007

Second **Pakistan partner** brings ***CIO*** brand to local market
InfoWorld's **SOA Forum** delivers peer-to-peer education
One on one: **IDC Nordic & Benelux Managing Director Per Andersen**
Readers respond to ***PC-Welt*** call for screenshots of their desktops
Australian Reseller News uses mustache challenge to build community
Check the latest cartoon caption contest winner and honorable mentions

December 10, 2007

Exemplary business units earn Achievement Awards
IDG Entertainment test drives "franchise sites"
Independent report from Outsell validates **IDC's** vertical market strategy
IDG U.S. business unit leaders gather in Boston
One on one: **PC World's Michael Carroll**
Media Management Institute focuses on online-centric publishing
IDC South Africa hosts first conference
Celebrating 40: **IDG CFO Ted Bloom**
IDG Sweden's Fredrik Agren shares Vegas vows with community
IDC U.S. announces sales awards
In memoriam: **IDG Germany's Josef Lohner**
Celebrating 10: **IDC's Keith Kmetz**
IDG U.S. employees: Calling all STAR Award nominations

December 24, 2007

Year-in-Review Issue
A look back at IDG highlights around the globe in 2007

IDG WorldUpdate

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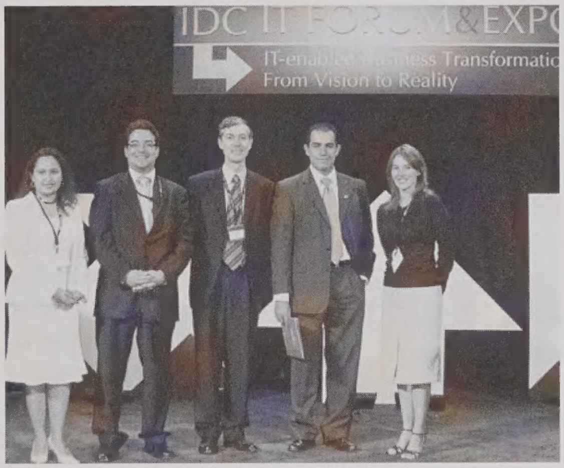
WWW.IDGCENTRAL.COM

IDC Mexico assists government with year-long program

MexicoIT aims to boost image of Mexican IT industry in the U.S.

The goal of MexicoIT, a program developed by the Mexican government's Ministry of the Economy and representatives of the country's private sector, is to better position the local IT industry in the U.S. The one-year project — with research and consulting provided by IDC Mexico — is just drawing to a close but could potentially become a multi-year endeavor as the Mexican government designs its competitive strategies for global markets.



MexicoIT was a keynote session sponsor at IDC's IT Forum and Expo in Boston in June. Joining IDC President and CEO ***Kirk Campbell*** *(center) at the event were IDC Mexico Public Relations and Marketing Services Coordinator* ***Elizabeth Enriquez;*** *IDC Mexico Project Director* ***Luis García****, Underdirector for Internal Economy and Digital Economy, Ministry of The Economy, Jesus Orta; and Ministry of the Economy Project Director Ivette García.*

> *"MexicoIT is about taking Mexico out of the shadows."*
> *— Luis Garcia, project director, IDC Mexico*

According to **Elizabeth Enriquez**, IDC Mexico public relations and marketing services coordinator, MexicoIT showcases, represents and promotes the IT technologies and talents available in Mexico. Its events and round tables have broad marketing and advertising plans, as well as sales support and coaching for the industry's main players.

Mexico is among the world's top 15 nations in economy, population and land mass, but its IT industry, while well-regarded, seldom leads any industry lists. Mexico is particularly strong in software engineering, said **Luis Garcia**, IDC Mexico project director, with more than 2,000 companies employing some 60,000 IT professionals. "Mexico has long had an IT history with General Electric, Citigroup,

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Kirk Campbell, Bob Ostrow earn achievement awards

IDC President & CEO **Kirk Campbell** and InfoWorld President & CEO **Bob Ostrow** were the recipients of two special Chairman's Achievement Awards established by IDG Chairman **Pat McGovern** in June 2006.

IDG Chairman ***Pat McGovern*** *presents IDC's* ***Kirk Campbell*** *(l) and IW's* ***Bob Ostrow*** *with their awards last month.*

Open to business units worldwide, the awards honored performance for the fourth fiscal quarter of FY2006 and were presented last month.

Campbell's award recognized the business unit leader whose company achieved the highest amount over plan in operating profits, and Ostrow was honored for his company's posting of the highest percentage over plan in operating profits.

"Accurate forecasting of the final quarter is of particular importance at IDG because the next year's business plan needs to be approved prior to the end of the fourth fiscal quarter of the year," McGovern said. The awards will be presented again in the fourth quarter of the current fiscal year. WU

Media Management Institute examines the online arena

Last month's Media Management Institute (MMI) brought 20 participants from 10 IDG business units – there were three attendees from IDG China and most of the rest came from U.S. West Coast companies — to San Francisco for a three-day program that looks at IDG's operations from a functional and operational perspective.

According to **Laurie Butson**, IDG training and development manager, the program, one of IDG's oldest internal training programs, gives participants, all of whom have a variety of job functions, a chance "to step out of their day-to-day role and look across IDG to see the many functional areas that our business is made up of." Seventeen senior IDG staffers either spoke or were on a panel.

Unlike previous editions of the program, which focused largely on the print side of IDG's business, this MMI had a strong online emphasis and included sessions on online business models, research, audience development, online sales and technology.

For instance, Mac Publishing VP and Editorial Director **Jason Snell** spoke on "Content and Editorial" and walked participants through the shifting role of editorial and how Macworld is tackling editorial content changing processes in an online arena that includes new media such as podcasts, blogs and video. PC World Online Community Manager **Kellie Parker** and IDG Entertainment Director of Online Product Development **Craig Eastman** each spoke on the importance of community, with Parker discussing why people participate in communities and how to build community initiatives, while Eastman talked about some of the ways his group is approaching and embracing community on their sites.

As a way to articulate the current and future role of print at IDG and what it means to manage print for profit, MMI organizers — Training and Development Coordinator **Erin Brennan**, Human Resources Director **Jacqueline Dendievel** and Butson — put together a panel discussion called "A Strategic Look of Print," which brought together speakers from different functional areas and business units. PC World and Mac Publishing President and CEO **Jeff Edman** kicked off the panel with an overview of the role and future of print, followed by five IDG experts from different arenas offering their expertise.

"We asked them to present a short introduction that touched upon challenges and opportunities for print based on their functional, as well as their business unit, perspective," Butson said. "For example, what kinds of things are they thinking about and acting on now as they consider the value of print for the short, medium and long term? What decisions are they making? What opportunities do they see? What challenges are they facing?"

PC World Senior Business Development and Ad Operations Manager **Brian Buizer** said he considered MMI a positive experience. "We all work in our own little silos, so bringing people from all those different disciplines was great. I was most interested in learning about editorial, so having both [PCW World VP/Editor-in-Chief] **Harry McCracken** and Jason Snell speak on their different viewpoints was great. It's not something I often get to see, so it was cool to see the other sides of the business."

As at previous MMIs, participants were broken out into groups and asked to work on a case study — "a very realistic one, representative of real-life scenarios across IDG business units," Butson said. The premise was as follows: 'Your business has transformed from a traditional print-centric publishing and media company to a multi-channel information services organization with a concerted online focus. In order to continue revenue growth you must aggressively drive non-print activities.' Teams had to consider all functional areas of the business and what their strategy would be for moving the business forward. After three days, each team presented their plans, which were evaluated by IDG Communications Senior VP, Online **Colin Crawford** and InfoWorld VP and CTO **Derek Butcher**.

Next stop: Boston

The next Media Management Institute will be held March 27-29 in Boston. MMI participants are nominated by their business unit heads to attend the program. If you are interested in attending a future MMI, please contact your manager and business unit HR team. For more information, contact Laurie Butson at laurie_butson@idg.com.

LAURIE BUTSON

The U.S. Media Management Institute Class of 2006. (Front, l-r): InfoWorld Digital Pre-Press Manager ***Joe Crocenzi****, Macworld Art Director* ***Rob Schultz*** *and IDG Global Solutions International Online Account Manager* ***Clark Morey****. (Middle row, l-r): China Computerworld Senior VP* ***Mei Chen****, IDG Entertainment Director Online Product Development* ***Craig Eastman****, IDG Corporate Sales Sales Operations Manager* ***Hanh Nghi****, InfoWorld Managing Editor* ***Alec Wagner****, Macworld Senior Editor* ***Kelly Turner****, PC World Senior Subscription Marketing Manager* ***Linda Trinh****, PC World Senior Editor* ***Kalpana Ettenson****, IDG China VP of Finance and Operations* ***Cathy Cheng****, PC World Lead Software Engineer* ***Jim Hutson*** *and IDG China VP of Business Development* ***Bo Zhang****; Back row: InfoWorld Events Coordinator* ***Ahmad White****, Computerworld Director Account Services* ***Bill Rigby****, InfoWorld Editor-at-Large* ***Eric Knorr****, PC World Data Manager* ***Jeff Kuta****, PC World Senior Business Development & Ad Operations Manager* ***Brian Buizer****, CXO Regional Sales Manager* ***Kevin Ebmeyer*** *and IDG Management Associate* ***Joe Jackson****.*

one on one
the interview

Teresa Bozzelli
The managing director of Government Insights is this week's columnist. Reach her at tbozzelli@government-insights.com.

Government Insights at-a-glance

Established Feb. 28, 2006

Headquarters Falls Church, Va.

No. of employees 20 (globally)

Web site: http://www.government-insights.com

Mission
- Provide a new voice and value for the government.
- Partner with the market for a balanced viewpoint of both listening to and advising the government.
- Develop research that is specific to the government and promotes improved technology decision processes and the management of technology related acquisitions and implementations

Recent accomplishments:
- Collaborative conversations with government executives in the U.S., Canada, Singapore, Thailand, Malaysia, China, Australia, New Zealand and Mexico.
- Development of a Global Research Agenda and end-user programs for each region.
- Launched four government programs in the U.S. and one vendor program.

Q Briefly describe the audiences that Government Insights targets.

A Government Insights research is specific to all levels of governments globally, whether that is called federal, state, local, city, country, provincial or municipal. Our research and advisory services promotes improved technology decisions and technology-related acquisitions, implementation, performance and program management. The Government Insights research agenda includes advisory services that:

- **Enable** government to better justify, select and implement technology to improve the effectiveness, efficiency and quality of government performance and service.
- **Empower** government to manage technology programs with increased confidence of success via our consulting services.
- **Enlighten** government on creating value and demonstrating results through the integration of technology as a strategic investment.
- **Enlighten** vendor communities to trends and drivers affecting government buying and behavior.

Q Describe some examples of the kinds of research and analysis you provide to customers.

A Our research is focused in four areas. First, Technology Decision Support for Government. This research informs critical decision making to enable improved technology acquisition decisions, implementation, performance and program management. We cover topics of concern to governments and decipher policy and regulatory goals with special emphasis on developing and employing strategies that leverage IT investments to maximize organizational performance.

Our second focus area is Government Technology Metrics and Indicators. This empowers decision making through government-centric metrics and independent ranking of IT vendors' effectiveness. This service enables the government to better justify, select and implement technology to improve the effectiveness, efficiency and quality of IT service delivery. These tools also empower supply-side customers with improved confidence in the decision management process and support competitive vendor market strategies with unbiased research.

Third, Market Decision Support for Industry. This enlightens vendor communities to trends and drivers affecting government buying and behavior. These programs provide continuous coverage and analysis of IT budget allocation, spending trends and opportunities throughout the government markets. This research provides an analytical basis for the assessment of technology markets and opportunities and the development of business strategies and plans. Our federal/local government and education IT Opportunity, Spending Guides and Line of Business Budgets are included in this research area. Finally, our Innovation Spotlight deciphers policy and regulatory goals to design innovations that enable government behavior change, encompasses global trends and provides best-in-class government examples. Our Innovation Spotlight includes our Predictions and features government innovations from different global locations where that region leads by example.

Q What, if any, are the key differences between government and private sector clients?

A Government technology buyers need research and advisory services to improve the selection and management of information technology as an enabler of government mission value and government service results. Private sector clients need to understand market drivers, government policy and imperatives, and government acquisition situations that better inform their business strategy and competitive positioning within the government markets.

Q Who's your competition, and how does Government Insights compare?

A We are creating differentiated value from the traditional market research firms that serve the government market. Our first priority is to create products and services that address new needs rather that competing directly with existing firms. We are a new voice for the government with access to deeper and richer content than ever before. Government Insights analysts use both their direct experience inside government organizations, and expertise as longtime advisors to government, to focus specifically on helping government organizations develop and employ strategies that leverage IT investments to maximize their performance. We are solely dedicated to government — uniquely qualifying us to apply our research to government issues and processes.

Our government technology spending data is the most accurate available from any source. We are also unique in analyzing and tracking legacy spending allowing our subscribers to understand business development strategies and get in front of ma-

continued on page 5

Computerworld ads tout "enterprise-grade" executives

Campaign continues to educate agencies about CW readers' big budgets

Size does matter. Aimed at getting marketing and ad agencies to pay more attention to the difference between IT executives at big vs. small companies, Computerworld's latest marketing campaign made the case for the weekly's audience being "enterprise-grade."

"There is a huge difference between an IT executive in a small organization and one in a large enterprise," said Computerworld VP of Marketing **Matt Duffy**. Some of CW's clients, he said, just ask, 'How many people do you reach in IT management?' and don't take into account that an IT director in a five-person company is going to be very different from one at a Fortune 1,000 company and may not have the budget to buy a client's product.

"Much of our competitors' audience base is in very small companies," Duffy said, citing eWeek, which has a subscriber base that is 35% in companies with fewer than 50 employees. "How many of those companies can afford a major enterprise system from one of our big customers?"

Duffy said that while CW's latest marketing campaign, which rolled out last month, was designed largely to make the case for its print audience being "enterprise-grade," CW is also applying the message to its events and online audiences. "Although our online audience encompasses a much broader base than our focused print and events audiences, Computerworld.com has a higher concentration of big-company IT influencers than any of our competitors," he noted.

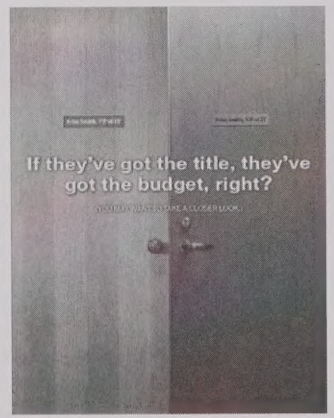
Duffy added that all of CW's marketing campaigns in the past few years have emphasized the publication's reach to "big-company IT execs" across online, print and events. "Both our hard-copy and online media kits are the best example of this as they show the concentration of big-company IT execs we reach in online, print and events and show, for each of the three, a big-company IT exec giving a testimonial about why they like Computerworld's enterprise-focused content."

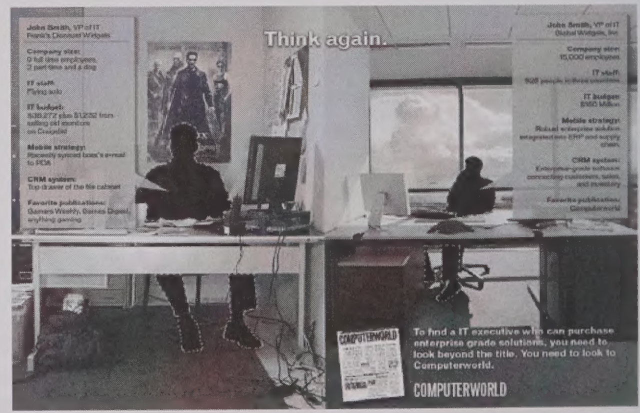
The current campaign features two IT directors at their desks. One has an IT staff of 525 people in three countries, an IT budget of $160 million and reads CW, while the other flies solo as the IT director for a staff of nine and has a budget of $35,272; his favorite publication is Gamers Weekly. The ad appeared as an insert in an issue of BtoB magazine sent to IT marketers with a variety of print, online and events responsibilities; a direct-mail version went to approximately 2,500 of CW's leading client and agency contacts involved in marketing across all three channels.

"To our very top 100 or so contacts, the mail piece was sent in a box that included some extra goodies to help reinforce the message," Duffy said. Those contacts got a large Hershey's chocolate bar with the word 'Computerworld' replacing the 'Hershey's' and a bag of miniature Hershey's bars, each with a wrapper that teased CW's competitors that reach small-company IT directors -- 'ITWeak,' 'Wee Net' and 'TinyTarget.'

"We drove some good traffic to our online media kit from the direct-mail piece and had some great feedback from some clients, including a top marketer from a key account in New England who loved the Hershey chocolates that poked fun at our competitors," Duffy said.

For more information, contact Matt Duffy at matt_duffy@computerworld.com.


If they've got the title, they've got the budget, right?


Think again.
To find a IT executive who can purchase enterprise grade solutions, you need to look beyond the title. You need to look to Computerworld.
COMPUTERWORLD

Computerworld's latest ad campaign appeared as an insert in an issue of BtoB magazine, and a direct-mail version went to approximately 2,500 of CW's leading client and agency contacts involved in marketing in print, online and events.

Coming up

Macworld Conference & Expo
Jan. 8-12
San Francisco
http://www.macworldexpo.com

Mobility Conference
Jan. 24
Frankfurt, Germany
http://www.idc.com

IDG Management Excellence Program
Jan 30 - Feb. 1
Wellesley, MA
laurie_butson@idg.com

DEMO '07
Jan. 30-Feb. 1
Palm Desert, CA
http://www.demo.com/

IDG European Managers Meeting
Jan. 31-Feb.2
Athens
maggie_murphy@idg.com

IDC Virtualization Forum 2.0
Feb. 6
New York City
http://www.idc.com

IDG Global Media Institute
Feb. 12-15
Boston
laurie_butson@idg.com

InfoWorld Virtualization Executive Forum
Feb. 12
San Francisco
http://www.infoworld.com

IDC IT Security Roadshow
Feb. 13
Belgrade, Serbia
http://www.idc.com

LinuxWorld Open Solutions Summit
Feb. 14-15
New York
http://www.linuxworldsummit.com

LinuxWorld Conference & Expo
Feb. 27-March 2
Mexico City
http://www.linuxworldexpo.com.mx

National Sales Manager, Executive Programs (CXO)

CXO Media Inc. is seeking a seasoned sales professional to join our Executive Programs (Conferences) team. Ideal candidate will possess 5 - 10 years sales experience, preferably with high-end face to face events in the information technology and/or (physical) security markets. This individual will be responsible for selling conference sponsorships to executives in vendor companies along with developing and selling integrated marketing programs. Candidate must possess intimate knowledge of current IT or security concepts and vendor/user relationships as well as a proven track record in selling conference sponsorships to the executive level. Consultative sales experience is essential, as is demonstrated ability to build long-term relationships with decision makers from the IT and security vendor community(s). Successful applicants must have excellent written and verbal communication skills, executive level presentation skills, and the ability to succeed as an individual contributor while being able to work as a team player with our field sales force. This position will require travel on a regular basis. Bachelors degree and in-depth experience in event and/or sponsorship sales is required. ***Location: Framingham, MA***

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Senior Producer, Rich Media (CXO)

CXO Media and Computerworld, publishers of CIO.com, CSOonline.com and Computerworld.com are looking for a highly motivated Sr. Producer, Rich Media to join the Online Publishing Group in Framingham, MA. The right candidate will join a team of talented technical, design and content professionals and will contribute to all aspects of the company's growing rich media product lines, particularly webcasts and podcasts. This individual will develop project schedules, manage partner/vendor relationships, and see multimedia projects through to completion. The ideal candidate will be a team player and be comfortable working on multiple projects simultaneously. Required skills include: at least 3 years experience in web-based rich media production; strong understanding of rich media technologies; proficiency in web graphics production and web publishing technologies; excellent communication skills; ability to work both independently and in a team and be extremely customer service-oriented. Subject-matter expertise (IT industry) is strongly preferred. ***Location: Framingham, MA***

Contact: P. Chisholm, Fax: 508-875-4489 Email: cxojobs@cxo.com

Senior Writer (IFW)

InfoWorld seeks an experienced, determined reporter to cover the technology industry from our Boston bureau. As a senior writer at InfoWorld, you will cover breaking technology news for InfoWorld.com, a leading source of news and analysis for information technology professionals, as well as contribute news and feature stories for InfoWorld Magazine, an award winning technology weekly. The ideal candidate is a technology generalist who is comfortable working with and writing about technology and has a minimum of two years of reporting or publishing experience. Familiarity with the enterprise IT space and a willingness to tackle subjects like software applications and application development, networking, storage, computer hardware, Web services and security is a plus. Candidates should also be open to contributing to blogs, Webcasts, podcasts, and other content offerings. Occasional travel is required.

Location: Boston, MA

Contact: Paul Roberts, Email: paul_roberts@infoworld.com

Sales Associate (MAC)

Mac Publishing, publisher of Macworld magazine, is seeking a Sales Associate to provide multi-functional support to the Associate Publisher and the Western Sales Manager. In addition to general administrative and office support, s/he will play a key sales role by handling client requests, resolving ad production issues and maintaining the territory's sales/client information files. Other duties include organizing client events, developing presentations and obtaining and analyzing information on client's business and the competition. Strong computer skills (incl. spreadsheet/database systems and Powerpoint), top-notch organizational and communication skills and a customer-service attitude are required. Candidates must be professional, detail-oriented and able to work well under pressure. Familiarity with publishing and/or advertising would be ideal. ***Location: San Francisco, CA***

Contact: Job Opportunities, Email: jobopps@idg.com

VP/GM Online (NWW)

Network World, Inc. is seeking a savvy, experienced online executive to take its rapidly growing Web business to the next level of success. We're seeking a top-notch manager with vision and a strong online track record to lead the development of community initiatives, new business and audience development for a network of three technology Web sites. The VP/GM will build on an award-winning content base to deliver a powerful portfolio of new services in

community/social media, newsletters, custom sponsorship programs, multimedia and other areas, dramatically increasing the audience base and revenue for the sites. Candidates must have significant experience in online business and audience development, lead generation programs and community/social media, strong marketing know-how, with the proven ability to foster new initiatives from conception to delivery. The ideal candidate will have the ability to work with multiple departments in a fast-paced setting to build consensus and meet tight deadlines. He or she will also have polished management and analytical skills. ***Location: Southborough, MA***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Assistant Editor (PCW)

PC World seeks an Assistant Editor to join its award-winning Features/News team. Responsibilities include writing and editing stories for the magazine's feature well and news section and our Web site, supervising freelance writers, tracking developments in a specific technology beat and pitching new ideas for feature and news stories. Candidates should have a BA/BS or equivalent; experience producing clean, engaging copy, preferably on a technical topic; a strong interest in technology and personal computers; and the ability to simultaneously manage a number of complex projects. Please provide at least two writing samples with resume. ***Location: San Francisco, CA***
Contact: Kate Coldwell, Email: jobopps@idg.com

IDG

Current Jobs, Week of January 8, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Edit	Online Associate Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Edit	Online Community Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Edit	Technology Reporter	West Coast	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Event Marketing and Programs Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	IS	Associate User Support Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Managing Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Sr. Web System Administrator/ Web Infrastructure Manager	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Online	Senior Producer, Rich Media	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	National Sales Manager, Executive Programs	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	San Francisco CA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG Communications						
	General	Management Associate	San Francisco CA	Carolyn Burton	carolyn_burton@idg.com	508-935-4595
IDG Corporate Sales						
	Sales	Director, Market Intelligence	Framingham MA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
	Sales	Sales Operations Manager	Framingham MA or San Fr	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
IDG Entertainment						
	Online	Audience Development Coordinator	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	415-978-3185
	Sales	Sales Manager, Midwest	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	415-978-3185
IDG Global Solutions						
IDG Research						
	Research	IT Market Analyst	Framingham MA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
InfoWorld						
	Edit	Senior Writer	Boston MA	Paul Roberts	paul_roberts@infoworld.com	617-239-7854
	Marketing	Marketing Coordinator	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	415-978-3185
	Tech	Senior Web Designer	San Francisco CA	Job Opportunities	jobopps@idg.com	
Mac Publishing						
	Admin	Sales Associate	San Francisco CA	Job Opportunities	jobopps@idg.com	
Network World						
	Online	VP/GM Online	Southborough, MA	Eric Cormier	careers@nww.com	508-490-6454
PC World						
	Edit	Assistant Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	HR	HR Assistant/Coordinator	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	415-978-3185
	Online	Online Advertising Coordinator	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	415-978-3185
	Tech	Sr. Applications Developer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Operations	Events Operations Coodinator	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Admin	Administrative Assistant	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Conf	Program Director, Conferences	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Consulting	Consulting Director, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Infrastructure Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Project Administrator	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Cust Serv	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Associate Research Analyst, Pricing Evaluation Service	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Manager, Investment Research Service	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Software Alliance Leadership Council	Toronto Canada	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Storage Pricing	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4650
	Research	Research Analyst, Worldwide Tracker Group	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director or VP, Business Networking Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4267
	Research	Research Director, Digital Marketplace and Collaborative Co	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager, Document Solutions	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, IP VPN	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Storage Mechanisms	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Storage Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Verticals	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst, Servers	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Sourcing and Supply Chain Managem	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Sr. Research Analyst, Small/Medium Business/Home Office	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4100
	Sales	Client Service Representative, Insights Sales	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Inside Sales Representative, Insights Sales	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sales Representative, Enterprise Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive	Framingham MA, Irvine C/	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Project Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Financial Insights						
	Research	Research Manager, Capital Markets	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Research	Sr. Research Analyst, Payments Practice	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC - Health Industry Insights						
	Sales	Sr. Account Executive, Health Industry Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Research	Program Director, Consumer Packaged Goods Industry	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC- Enery Insights						
	Research	Research Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

MexicoIT

continued from page 1

Texas Instruments, IBM, Hewlett-Packard and others that have developed IT services and knowledge services in Mexico. All this is basically unknown, and MexicoIT is about taking Mexico out of the shadows."

"IDC Mexico took a deep look at the vast pool of IDC knowledge about IT services and the trends that are shaping it," Garcia said. "We identified Mexico's opportunities to position its industry based on the advantages of its location vis-à-vis the U.S." Among those are its shared border and time zones, free trade agreements that make it easy to enter and leave the country and laws that protect U.S. companies as well as attract international investments.

IDC Mexico began work on the project in late FY05 after an IDC Mexico analyst spoke with a representative of the Ministry of the Economy following a presentation at an industry forum. The ministry official told him about a new project to better position the Mexican IT industry in the U.S. IDC Mexico produced a proposal outlining IDC's international research capabilities and was asked to join the team building this project, which became MexicoIT. A second, longer-term stage of MexicoIT is currently being developed, and Garcia said it is probable that not only IDC Mexico but also IDC worldwide and other IDG entities will participate in it. "This is the biggest project produced in the history of IDC Latin America, and the level of satisfaction of our client has been very high," she said.

According to Enriquez, most of IDC Mexico's employees worked on the project at some point, but the main team was made up of Garcia, Country Manager **Hector Nava**, Office Manager **Akemi Kimura** and herself, with "invaluable support" from IDC U.S. Research Director **David Tapper** and Software Consulting Manager **Jason Cunliffe**.

For more information, contact Luis Garcia at lfgarcia@idc.com.

IDC's role in MexicoIT

IDC Mexico Project Director **Luis Garcia** outlined IDC Mexico's participation in MexicoIT as follows:

- Integrating research information from IDC Mexico and other IDC offices on the outsourcing market.
- Defining the country's IT opportunities and challenges in positioning its industry in the U.S.
- Creating the "MexicoIT: Always Near Your Business" brand.
- Building the project's marketing and advertising plans for its target audience, which includes C-level and higher IT executives, analysts, investors and legislators in California, Texas, Illinois, Florida and New York.
- Helping the government and private sector connect with that audience at key events, in specialized magazines and at industry round tables, some of which were organized by CIO magazine in the U.S. In 2006, there were five round tables with CIOs in Los Angeles, New York City, San Francisco, Dallas and Chicago. MexicoIT was a keynote session sponsor at IDC's IT Forum and Expo in Boston in June. A representative of Mexico's Ministry of the Economy made a special mention of IDC President and CEO **Kirk Campbell** and thanked him and IDC for their support of this campaign. MexicoIT was also a sponsor of the World Congress on IT in Austin, Texas, and the Nearshore Summit 2006 in Monterrey, Mexico.

One on one

continued from page 3

jor legacy program spend. Our forecasts roll up to 100% of the market spend, and we analyze in three dimensions: horizontally by the IT product categories, by governmental agencies and by cross government lines of business. This allows vendors to develop details and defendable business development decisions at both the strategic and tactical levels.

In summary, no other research and advisory services organization advises the government as directly on critical topic and technology decisions to improve the business of government, nor provides analysis of market trends as well as IDC Government Insights.

Q How does Government Insights compare with IDC's efforts in years past to serve this specialized community?

A While IDC has historically had a few government contracts, this is the first time where we have developed an integrated strategy for addressing both the government buyers and the government-specific vendors. We are not only branded differently, as Government Insights, but we are providing dedicated research to government officials for improving the results of government by better technology utilization.

For many years, IDC has tracked the government spending and IT opportunities. We are now increasing the relevance and value of our research and essential guidance due to our collaboration and trusted advisor relationship with government end users. The ultimate difference with Government Insights today is our global footprint and value. We are developing global perspectives for government officials that have specific guidance based on our understanding of local government needs and priorities. We are facilitating collaboration and the exchange of best practices around the world.

Q What are some hot topics for your group?

A Key topics are in Technology Decision Support — Strategy Government and Reporting, Program Management & Controls, Risk Management & Controls, and Acquisition Management for Value. Specific research is planned for Strategic Sourcing, Personalized Government, Public Sector Value, Emergency Management and Response, eGovernment Assessments and Indicators and Confidence Indicators for Improved Technology Program Success.

Q Does Government Insights have an international presence?

A Government Insights is totally global, with both end-user and vendor programs in all regions. Our value to the end users is enhanced with our global understanding provided by analysts in Asia/Pacific, Canada and Europe. Almost half of the Government Insights analysts today are located outside the U.S. and cover the government IT market in Canada, APAC and EMEA. Our staff in the U.S. is held accountable for global content.

noteworthy people

Promotions

Egan

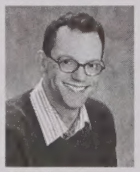
PC Advisor Production Editor **Matthew Egan** has been promoted to managing editor of the U.K.-based publication. "Matt has taken on more creative and production responsibilities over the past year and will become instrumental in PC Advisor's move to a Web-first model," said **Paul Trotter**, PC Advisor editor. "As managing editor Matt will coordinate areas we wish to expand: print supplements and online partner zones and liaising with all other appropriate departments. He will continue to run the production team, have a key role in covers and ensure that quality control is at a maximum." *matt_egan@idg.com*

New employees

Summey

ERIC CORMIER

NetworkWorld.com has hired **Jonathan Summey** as a site producer. He was previously a senior Web content producer and director of community marketing at FOX News Channel in New York City. He holds two B.A.s from the University of North Carolina, one in film and video and one in psychology, as well as an M.F.A. in media communications from Brooklyn (NY) College. He enjoys music, biking, cooking and "figuring out how to be a dad" to his year-old son. *jsummey@nww.com*

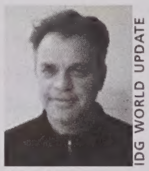


Weide

Karsten Weide is IDC California's new program director, Digital Media and Entertainment. He will be in charge of writing analyses about the consumer Internet space and serve as IDC's expert on the intersection of new media and the digital marketplace. Before joining IDC, he founded the U.S. affiliate of MediaAnalyzer, a European online market research company specializing in advertising research. He also published the Internet industry newsletter "San Francisco Report" and was a management consultant to Internet firms. He has an M.A. in linguistics and sociology from the University of Hanover, Germany, and enjoys running and opera. *kweide@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Conference Operations Manager **Sue Peterson** comes to IDG World Expo from her role as an events manager with Historic New England. She earned a B.S. in marketing from Boston College and enjoys spending time with her children, cooking and knitting. *sue_peterson@idg.com*



Cardin

IDG WORLD UPDATE

After running his own photography studio, **Robert Cardin** is now PC World's imaging specialist. He earned a B.F.A. in photography from the Kansas City (Mo.) Art Institute and enjoys snowboarding, cooking and coaching middle-school athletics. *robert_cardin@pcworld.com*

CXO Media has hired **Marla Hawkins** as online office coordinator; she was previously program manager with Commission Junction. She holds a B.A. in cultural studies with a concentration in literature from the State University of New York/Saratoga Springs and a computer graphics and Web design certificate from Clark University in Worcester, Mass. Marla enjoys painting, quilting, pottery and reading. *marla_hawkins@cxo.com*

Previously a marketing specialist with MC Communications, LLC, **Christina DeAvila** joins Computerworld as a marketing specialist. She holds a B.S. in marketing from Rowan University in Glassboro, N.J., and enjoys graphics and Web design. *christina_deavila@computerworld.com*

Previously an assistant account executive with Edelman Public Relations, **Michelle Sullivan** is InfoWorld's new sales associate. She holds a B.A. in speech communications from California Polytechnic State University in San Luis Obispo and enjoys cooking, skiing and wakeboarding. *michelle_sullivan@infoworld.com*

Alex Vidal Paredes joins IDC Peru as research and consulting manager; he was previously service and consultant manager with Grupo Novatech Peru, an ERP application consulting firm. He holds a B.S. in industrial engineering from the University of Lima and an M.B.A. from Escuela Superior de Administracion de Negocios in Peru. In his free time he enjoys tennis and camping. *avidal@idc.com*

IDG India has hired **Srutha Shankar** as senior marketing executive. She previously worked for INOC Leisure Ltd. and holds an M.A. in mass communication from the Dr. G.R. Damodaran College of Science in Coimbatore, India. Away from the office she enjoys painting and gardening. *srutha_shankar@idgindia.com*

Cécile Castel joins IDC France as a conference specialist, coming from Reed Business Information where she was a sales coordinator for the electronics EPN magazine. She earned an M.A. in applied foreign languages from the University of Aix-en-Provence, France, and a M.B.A. in International Affairs at the University of Lille, France. She has also studied at the University of Limerick in Ireland and Germany's Universität Passau. She enjoys sports, reading and travel. *ccastel@idc.com*

McGuirk

BILL RIGBY

A recent graduate of the University of Massachusetts/Amherst with a B.A. in communications, **Jenna McGuirk** joins Computerworld as an online account services specialist. In her free time she enjoys travel, exercise and shopping. *jenna_mcguirk@computerworld.com*

Transfers

Barton

PETER

Human Resources Generalist **Leah Barton** has moved from IDG to IDC Framingham where she will be supporting the Insights group. She earned an MBA from Rivier College in Nashua, N.H., and enjoys cooking, baking and skiing. *lbarton@idc.com*

Steele

IDG WORLD UPDATE

San Francisco-based IDG Human Resources Representative **Jenny Steele** moves to InfoWorld as assistant online ad operations manager. "I want to take this opportunity to thank Jenny for three excellent years," said **Kate Coldwell**, VP, human resources. "She has been the key to keeping things humming around here, from payroll to benefits to training to orientations to attendance/leave tracking to you name it. She tackles the most mundane and the most difficult tasks with her signature good cheer." *jenny_steele@infoworld.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Laura Kunzmann *IDG Germany*
Josef Lohner *IDG Germany*

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Bernd Weeser-Krell *IDG Germany*

23

Maria Grazia Rovati *Nuov@Periodici*

22

John Gantz *IDC*
Rebecca Segal *IDC*

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Brad Thorpe *IDC*

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Jean Bozman *IDC*
Veronique Arene *IDG France*

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Mary Wardley *IDC*

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David Emberley *IDC*
Birte Matsen *IDG Denmark*
Gina Steinmann *IDG Switzerland*

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Lisbeth Egeskov *IDG Denmark*
Sylvie Merkling *IDC France*

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Petr Kuba *IDG Czech*
Claudia Voelk *IDG Germany*
Jennifer Schlee *IDG Germany*
Thomas Zirn *IDG Sweden*
Kazimierz Szot *IDG Poland*
Raimon Gort *IDG Netherlands*

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Ludger Schmitz *IDG Germany*
Ute Zirus *IDG Germany*

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Barbara Kitzis *IDC*
Eric Prothero *IDC*
Malgorazta Chwaszczewska *IDG Poland*
Wieslaw Pawlowicz *IDG Poland*

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Jason Snell *Mac Publishing*
Heike Rothert *IDG Germany*
Andrea Kirchmeier *IDG Germany*
Piyush Singh *IDC Center for Consultancy and Research/India*
Jerzy Krupinski *IDG Poland*

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Mustafa Mustafa *IDG U.K.*
Richard Bailey *IDG U.K.*
Jeannie Button *IT World Canada*
Diane Ryczek *PC World*
Dennis Philbin *IDC*
Andreas Helmiss *IDG Germany*
Lorena Vega *IDC Chile*
Natalia Vega *IDC Chile*
Eric Owen *IDC U.K.*
Nancy Taylor *IDC U.K.*
Mats Lövgren *IDG Sweden*
Harald Fragner *IDG Sweden*
Krzysztof Frydrychowicz *IDG Poland*
Krzysztof Pietrasik *IDG Poland*
Wojeciech Raducha *IDG Poland*
Iwona Bartczak *IDG Poland*

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Emanuela Cella *Nuov@Periodici*
Christine Kohn-Meier *IDG Germany*
Sabine Prehl *IDG Germany*
Bruno Voelk *IDG Germany*
Saeki Jun-ichi *IDC Japan*
Charlotte Kirketerp-Møller *IDG Denmark*
Anders Danielsson *IDG Sweden*
Cecilia Larsson *IDG Sweden*
Maciej Obuchowicz *IDG Poland*
Przemyslaw Gamdzyk *IDG Poland*
Patricia Chisholm *CXO Media*
Sonja Wunsch *IDG Switzerland*
Johann Armand *IDG France*

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Lene Winther *IDC Nordic/Denmark*
Andreas Frenzel *IDG Germany*
Mathew Heath *IDC U.K.*
Henrik Sorin *IDG Sweden*

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Sung Chik *IDG U.K.*
Vaclav Maletinsky *IDG Czech*
Deanne Hart *IDC*
Stephen Minton *IDC*
Markus Schelhorn *IDG Germany*
Andrew Brown *IDC U.K.*
Jaroslaw Gordzycki *IDG Poland*
Dorota Pozarowska *IDG Poland*

8

Jana Pelikanova *IDG Czech*
Bruce Hollocher *IDC*
Judith Young *IDC*
Maurilio Vitali *Nuov@Periodici*
Martin Bayer *IDG Germany*
Klaus Hauptfleisch *IDG Germany*
Charlotte Haubach Jensen *IDG Denmark*
Karine Paoli *IDC U.K.*
Ulrika Halvarsson *IDG Sweden*
Beata Brzeg-Wielunska *IDG Poland*
Joaquin Hevia *IDG Spain*
Brian Pearce *IDC France*

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Donna Butts *IT World Canada*
Kathy Nagamine *IDC*
Dan Vesset *IDC*
Matthias Teichmann *IDG Germany*
Anja Smeilus *IDG Germany*
Wilvin Chee *IDC Hong Kong*
Yuji Nishigori *IDG Japan*
Rosie Secchi *IDC U.K.*
Bettina Thyge *IDG Denmark*
Katarina Svensson *IDG Sweden*
Lina Otterdahl *IDG Sweden*
Stefan Krafft *IDG Sweden*
Ulrika Ullman *IDG Sweden*
Bozena Adamczak *IDG Poland*
Dariusz Kulinski *IDG Poland*
Tomasz Marcinek *IDG Poland*
Andrea Mone *IDG Netherlands*

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Nicole Filiatrault *IT World Canada*
Joe Crocenzi *InfoWorld*
Thomas Vavra *IDC CEMA*
Anne Carver *IDC*
Brad Nisbet *IDC*
Susan Rae *IDC*
Daniele Lazzarin *Nuov@Periodici*
Sabine Schwehr *IDG Germany*
Thomas Hafen *IDG Germany*
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Christian Hofmann *IDG Germany*
Doris Hernandez *IDC Latin America*
Dan Jensen *IDG Denmark*
Therese Sundström *IDG Sweden*
Johan Wikberg *IDG Sweden*
Martin Ekman *IDG Sweden*
Beata Nowicka *IDG Poland*
Agnieszka Kubanska *IDG Poland*
Katazyna Filip *IDG Poland*
Anhia Lara *IDG Spain*
Lucia Bianchi *IDC France*
Maartje Elants *IDC Benelux*

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Yokota Maki *IDC Japan*
Steffi Han *IDC Korea*
Hirotaka Nishide *IDG Japan*
Amparo Angeles Rodriguez *IDG Spain*

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Karel Tykal *IDG Czech*
Sahaja Sarathy *IDC*
Richard Vancil *IDC*
Sandra Holleber *IDG Germany*
Ide Kazuyuki *IDC Japan*
Lulu Zhu *IDC China*
Venu Reddy *IDC Singapore*
Alfredo Curiel *IDC Latin America*
Ilona Michalska *IDG Poland*

3

Keith Bagley *IDC*
Michael Braun *IDG Germany*
Sabine Wagner *IDG Germany*
Ana Lico *IDC Brazil*
Anja Kristensen *IDG Denmark*
Johannes Hansson *IDG Sweden*
Lois King *IDG Global Solutions/EMEA*

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Emily Jane Throckmorton *IDG Entertainment*
Tonny Rasmussen *IDG Nordic/Denmark*
Suzanne Willette-Woolf *IDC*
Dawn Alva *IDC*
HeySung Han *IDC*
Christopher Picanso *IDC*
Roberto Molari *Nuov@Periodici*
Alessandro La Spada *Nuov@Periodici*
Jenny Zieler *IDG Germany*
Jeannette Kroiss *IDG Germany*
Christine Freise *IDG Germany*
Florian Klein *IDG Germany*
Christoph Knittel *IDG Germany*
Ito Yoshiyuki *IDC Japan*
Negishi Teruo *IDC Japan*
Phyllis Pei *IDC China*
Antonio Wang *IDC China*
Brian Joseph *IDC Malaysia*
Ulrich Loeffler *IDC New Zealand*
Richard Pirrit *IDC New Zealand*
Catherine Foronda *IDC Philippines*
Edwin Han *IDC Singapore*
Cristiane Tiscar *IDC Brazil*
Sigurd Andersen *IDG Sweden*
Alan Raimondi *IDG Brazil*
Camila Fusco *IDG Brazil*
Mike Sommer *IDG Global Solutions/EMEA*
Ruben Julio Durand *IDG Spain*
Eric Domage *IDC France*

1

Carli Morgenstein *Mac Publishing*
Per Falkenius *IDC Nordic/Sweden*
Karen Blackmore *IDC*
Philip Hirons *IDC*
Pamela Torchinsky-Levine *IDC*
Ralph DiMuccio *IDC*
Susan Lee *IDC*
David Yang *IDC China*
Renato Troya *IDC Peru*
Maricela de la Cruz *IDC Mexico*
Ana Gabriela del Puerto *IDC Mexico*
Ana Paola Vega *IDC Mexico*
Roman Fouchereau *IDC U.K.*
Nick White *IDC U.K.*
Jennie Stjärnlöf *IDG Sweden*
Morgan Johansson *IDG Sweden*
Bodil Johansson *IDG Sweden*
Jessica Forsberg *IDG Sweden*
Julian Bidlake *IDG Global Solutions/EMEA*
Colleen Boucher *IDG*
Ottilia Kissarnoti *IDC Hungary*
Rolland Valerie *IDC France*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
David Ramel

Home
Franklin, Mass.

Joined Computerworld
October 1995

Career path
Copy editor, Online production coordinator, e-mail newsletter editor, e-mail newsletter/Networking channel editor.

Most challenging part of your job
Finding new ways to boost traffic to meet ever-increasing page-view goals.

Best part of your job
Being involved in finding new ways to boost traffic to meet ever-increasing page-view goals.

Latest non-work accomplishment
Nearing the completion of a months-long project to finish our basement.

Career highlight
Becoming CW's first-ever newsletter editor.

What's kept you at IDG for 10 years?
I haven't been laid off or encouraged to "pursue other interests."

Best way someone could compliment you on your work
Cash is always good.

Interests outside the office
Tennis, jogging, in-line skating, skiing, biking, fishing, backpacking.

Family
My wife Laura and I have a son, Justin, and a daughter, Kristen.

Favorite non-IDG Web site
Yahoo Fantasy Football; until this week I was leading the league.

What book is on your bedside table?
"Flags of Our Fathers" by James Bradley and Ron Powers.

Dream destination
Australia's Great Barrier Reef

Fantasy job
Pro tennis player

Five people, living or dead, you'd invite to a dinner party?
Hunter S. Thompson, Oscar Z. Acosta, Keith Moon, Robin Williams, Dick Butkus

Last good deed?
I let some guy go ahead of me in traffic today, really.

*Computerworld's **David Ramel** (l) celebrated his 10 years of service to the company at dinner at Boston's Four Seasons Hotel as the guest of IDG Chairman **Pat McGovern**.*

Your idea of a perfect day alone?
Backpacking in the Cabinet Mountain Wilderness Area in northwestern Montana.

Most prized possession
A really huge Pink Floyd "The Wall" poster my wife won't let me put up anywhere.

Pets
Harley, the yellow Labrador Retriever; Paris, the cat; and two fish, Althea and Tennessee Jed.

Fictional character you most identify with
Dilbert

Phobias
Donny Osmond

Favorite music
Really, really loud.

Favorite gadget
Universal remote

Favorite sports team
Oakland Raiders, embarrassingly.

Your last meal would be
Really, really long.

What others can't tell just by looking at me
I once fought a wild beaver in hand-to-fang combat.

If you won the lottery tomorrow, you would
Set about proving wrong the axiom that "Money can't buy happiness."

Manager's profile
"David brings a valuable combination of skills to the table. He thinks creatively and is always eager to experiment, while also doing excellent work on detail-oriented projects. He's a great asset to the Computerworld online editorial team."

— Sharon Machlis, online managing editor, Computerworld

and finally.

IDG Central's Question of the Week for Dec. 11

The most important feature of an online community to me is:

Online discussions	27%
User profiles/contact info	23%
Links to resources	23%
Blogs	15%
Live chat	8%
Podcasts	4%

Go to http://www.idgcentral.com to vote on this week's question: How many e-mails do you send on an average work day?

IDG WorldUpdate

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG publishes more than 300 magazines and newspapers in 85 countries including *CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World*, and *PC World*. IDG's online network includes more than 450 Web sites. IDG's lead generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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Macworld Conference & Expo called "strongest" in years

40,000-plus come to see iPhone, scores of other new products

Apple's tagline in announcing its new iPhone was 'We need to talk.' This month's Macworld Conference & Expo in San Francisco, organized by IDG World Expo, gave Mac users the place to do just that.

*IDG World Expo staff at Macworld Expo included: back row (l-r): **Richard Kazarian**, VP of sales; **Rosemary Kelly**, travel and housing manager; **Stephen Galeotalanza**, registration and housing specialist; **Mary Dolaher**, IDG World Expo executive VP; **Danielle LaMountain**, senior accountant; **Ron Moreau**, Macworld Expo sales manager; **Rich Feeley**, VP, operations; **Sarah Hindmarsh**, marketing manager; **Sue Peterson**, operations manager; **Paul Kent**, VP, Macworld Expo; **Annie Rice Mcknight**, Macworld Expo sales manager; **Alison McCormack**, conference specialist; **Jordan Casey**, marketing specialist; and **Alison Dwelley**, sales operations coordinator. Front row: **Stephen Athan**, business applications manager; **Linsy Reese**, VP, marketing; **Brian Rusciano**, senior operations manager; **Kristen Margulis**, conference specialist; and **Charlotte McCormack**, public relations manager.*

Audited attendance figures are not yet available, but IDG World Expo Public Relations Manager **Charlotte McCormack** said more than 40,000 attendees were expected at the 23rd Macworld Expo, an increase of 22% from the 2006 event. There were nearly 400 exhibitors in two halls at the Moscone Center, 104 of them new to Macworld Expo.

Besides the thousands of Mac-related products for attendees to see, there were six educational conference programs — MacIT Conference, Power Tools Conference, Users Conference, Market Symposiums, Hands-on MacLabs and a Digital Photography Day – drawing creative professionals, small-business owners and Mac aficionados.

This year World Expo launched an exhibit called Digital Lifestyle Experience with interactive training and activities focusing on three growing creative areas: digital photography, music and sound and gaming. A Feature Presentations program offered

continued on page 4

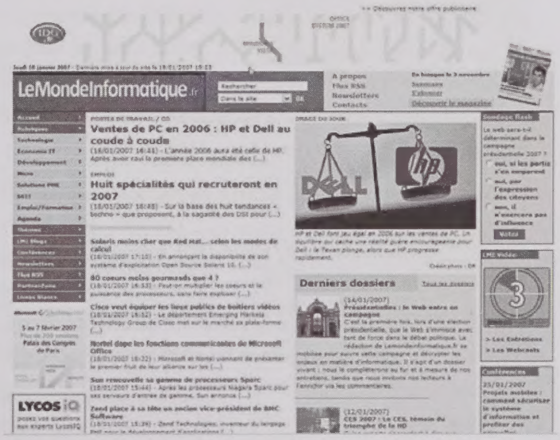
Revamped LMI site puts focus on user involvement

> *"The idea was to give our reader community the opportunity to help us make IT information come alive."*
>
> — *David Castaneira publisher, LMI.fr*

After six months in development, IDG France launched a new version of the Web site for its weekly enterprise publication Le Monde Informatique (http://www.lemondeinformatique.fr).

LMI.fr Publisher **David Castaneira** said the site's general look and feel remains the same, other than the adoption of a larger screen format, the addition of PC and Internet sections, and some tweaks to simplify the navigation systems. Most importantly, he said, users now have greater interaction with the site and will be able to add their own content and comments.

"The idea was to give our reader community the opportunity to help us make IT information come alive," he said. "LMI.fr will use all of Web 2.0's possibilities to give our readers the best IT information platform where they can publish, debate and improve their IT experience."



LeMondeInformatique.fr

Ventes de PC en 2006 : HP et Dell au coude à coude

Huit spécialités qui recruteront en 2007

Derniers dossiers

The new Le Monde Informatique site will soon feature a wiki for developers.

Greater community interaction is just the first step, Castaneira said. LMI site developers are planning to launch a wiki for developers early next year, as well

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Inside this issue

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One on one: IGS Executive VP Colwyn Munro *page 3*

Celebrating 10: Computerworld's Carol Sliwa *page 8*

IDG business units invited to join worldwide IT salary survey

IDG Research Services to field, administer survey customized in local language

Attendees at last November's Enterprise Global Product Support Meeting in Toronto heard a presentation from IT World Canada President **Andy White** on the success of his company's IT Salary Survey program. The program, which grew from an idea borrowed from Computerworld U.S., was launched with modest goals but quickly gained momentum and ultimately, along with the associated online salary calculator, emerged as the Toronto-based company's single largest traffic driver ever.

Following his presentation, White was approached by a number of attendees who expressed interest in initiating a global Salary Survey. Since then, White has been in discussions with **Janet King**, VP, Research at IDG Research Services. King has developed a proposal to field and administer a survey on behalf of any IDG business unit interested in participating. The survey will be translated into the local language for data collection and results will be translated into English for global reporting. IDG Research Services will also handle the analysis of the results. All participating business units will receive a global rollup of the data in addition to results by region. Multi-business unit participation will bring the overall costs down for each office.

To recap, here is a brief overview of the Salary Survey program and its benefits. (See also IDG World Update, Aug. 7, 2006, for a more complete report.)

IT World Canada fielded a 60-question survey online and used its publications, online house ads, and direct e-mail invitations to drive respondents to the survey. In just over two weeks, they had received 3,000 responses — a solid sample that garnered a great deal of very useful information. By keeping a shorter version of the survey open for an additional three weeks, they ended up with a total of 5,000 responses.

The Salary Survey results formed the nucleus of the program, and from this pool of information, IT World Canada derived many benefits:

1. Editorial content
Cross-tab and multivariate analysis of the responses yielded some very interesting — and unique — insights into the local IT community. Information collected dealt with compensation, what motivates individuals to remain in a position or seek new employment, demand for particular skill sets and recruitment preferences.

2. Incremental revenue opportunities
A 94-page report was produced, published on CD, and sold to human resources professionals and IT hiring managers. In addition, IT World Canada created a salary calculator on its Web site that drove significant traffic and allowed for the creation of unique sponsorship opportunities.

3. Enhanced profile in the community at large
In additional to interest from the general news media, the survey and its findings garnered several speaking opportunities resulting in widespread press coverage and great branding for the company.

"In order to deliver a truly global survey, it would be great to have participation from business units throughout North America, EMEA and the Asia-Pacific region," White said. King is hoping to get participation commitments by the end of February in order to complete data collection by the end of April.

Any IDG business unit or publishing partner interested in having IDG Research Services manage this survey on its behalf is encouraged to contact Janet King at janet_king@idg.com for details and pricing information. WU

Survey, salary-calculator setup boosts both traffic, page views per visitor

"Part of the 'magic' to the high Web impression rate associated with the salary survey and salary calculator was in how we 'moved' people around the site," said IT World Canada President & COO **Andy White**. "We discovered that readers were willing to go to a little more effort to access this information, so we were able to set this product up across multiple pages (e.g. users were asked to fill in some information and wait for a page refresh to get to next step). This gave us an average of eight page views per visitor.

"We also (mostly by accident) held off posting the 'summary of survey findings' for a few weeks, and then went back to the readers with a second e-mail letting them know it was ready. This gave us a second flood of traffic.

"As well, customized e-mail messages to our readers drove in high numbers. The most effective one was a message to individuals who had completed the survey, which gave us an incredible 88% click-through rate."

This sidebar appeared as part of an article published in the Aug. 7, 2006 issue of IDG World Update.

About IDG Research Services

Founded in 1987, IDG Research Services is a full-service research provider specializing in the conduct of marketing and media-related research for technology marketers and media companies. This focused, industry-specific approach allows research approaches, methods and techniques to be tailored to suit each client's unique needs.

Reinventing Media blog explores online developments

In a recent entry on her IDG Central blog, InfoWorld.com VP/General Manager **Virginia Hines** talks about her group's experiences with switching from Hitbox to Omniture for Web analytics. Log on to read more about how her online team retools InfoWorld.com from print-centric into a multidimensional 21st-century media business. Need a password? Request one at www.idgcentral.com.

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Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

the interview

one on one

Colwyn Munro
The executive vice president of IDG Global Solutions is this week's columnist. Reach him at colwyn_munro@idg.com.

IDG Global Solutions at-a-glance

No. of employees worldwide 42

Locations London, San Francisco, Boston, Munich, Paris, Singapore

No. of IGS customers in 2006 251

No. of countries booked into in 2006 45

Read this column on IDG Central (www.idgcentral.com) for more details about how IGS is coping with market challenges.

Q Please give us an overview of the trends you're seeing in international advertising.

A There are many different trends interacting with each other currently. The key one affecting us at the moment is the decline of print advertising in importance to IT vendors. We all know that the number of advertising pages is declining, but we see that trend magnified many times in the international arena. Strategic decision makers at client and agency organizations are no longer thinking about using print to establish or reinforce their brand and are therefore pushing the print budgets out to the local decision makers. They are, however, retaining online and event budgets that are perversely now considered more strategic, which is leading to the rapid expansion of our online revenue, which is up 78% year-on-year in 2006. (I used the term "perversely" because print has long been the medium for branding and therefore considered more strategic, whilst online was considered transactional — this seems logical. The role reversal is more to do, I feel, with the "sexiness" of online and events than their true place in the buying process.)

Most of the budgets that we become aware of these days are earmarked for online or events. The remainder tend to be undefined, waiting for a creative solution to fulfill a marketing objective. Such solutions tend to be integrated using research, custom publishing, events, print and almost always online. We almost never see a dedicated print budget at the international level these days.

At the country level we are seeing budgets flowing southwards from Northern Europe into France, Italy and Spain. The perception is that the Mediterranean countries have large populations and need to spend on infrastructure so the international budgets are following. In addition, and in line with all predictions we are seeing, there are massive increases in international budgets going into China.

Regarding product lines, CIO has made virtually universal progress in every market where the brand exists.

Q Can you go into a little more depth on the drivers behind your online growth?

A Much of the growth is being driven by newer initiatives that IGS is pioneering in Europe, using many ideas from the U.S. but tailoring them to local culture. Webcasting, podcasting and Partnerzones are good examples here.

Webcasting is a relatively new concept in Europe and multi-country programs were extremely rare. IGS recruited Associate Director/Client Services **Lisa Glover** from the competition to lead this initiative in Europe a year ago, and since then 23 webcasts have been sold with incremental revenues of $800,000 into five countries.

A podcasting initiative for IBM was launched by IDG Australia so successfully that with their help IGS Director International Sales, APAC **Michael Mullaney** was able to extend the program into China, Japan and Korea. The total combined value of these sponsorships was $650,000.

Partnerzones provide a unique mix of editorial and client content integrated into the very fabric of our Web sites. They command high prices and provide unrivaled opportunities for brands to associate themselves with specific topics. This concept was relatively common under various guises on our U.S. sites, but since IGS pioneered its introduction under the unified name of Partnerzones across Europe it has become a major component of our sales mix. So far we have sold 34 to seven clients.

I also want to highlight the synergistic work that [IDG Global Solutions President] **John O'Malley** has done to align the effort of Corporate Sales, which handles major accounts in the U.S., and IGS so that programs originally designed for the U.S. can be rolled out globally. Also the rise of the Web-only brands TecChannel in Germany and TechWorld in the U.K. have certainly provided marvelous engines of growth for international advertisers who want to get to the traditional "influencer" in the buying cycle. We believe that because these properties carried no print heritage, they were able to respond to changes in their visitors' needs more quickly.

Q How can business units increase their international online revenues through IGS?

A The main criteria that decides how much revenue we can get into a country is how consistent their offering is with the other countries on the schedule. The average number of countries on any one order is four, so there has to be a great deal of overlap in terms of formats, whether impressions are sold by quantity or time period, knowledge centers and lead-generation programs for IGS staff to be able to make the proposal look coherent and professional. This is why IGS defined the Phase One (Knowledge Centers, Topic-Driven Newsletters, White Paper Libraries) and Phase Two (Consolidated European Lead Database, Contextual Targeting via Harmonized European Taxonomy, Consumer Knowledge

continued on page 5

Developers top media stars in MacBrainiac Challenge

Every year at Macworld Conference & Expo Macworld magazine hosts the MacBrainiac Challenge, in which two teams of Mac experts answer Apple and Mac trivia questions posed by Macworld Contributing Editor **Christopher Breen**. This year's teams pitted developers ("Brute Camp") against Mac media personalities ("The Justice League"). Brute Camp won this year's challenge on a tricky three-point question, but Breen said it could have gone either way. Test your Mac trivia knowledge on five of the questions from the Challenge below (answers at bottom of page).

1. The Stickies widget can use all of these fonts except:
A. Geneva
B. Marker Felt
C. Optima
D. Gill Sans

2. In 1984, Steve Jobs headed which Apple division?
A. Macintosh
B. Lisa
C. Advanced Hardware
D. SuperMicro

3. Cambridge Silicon Radio manufactures what sort of components found in some new Macs?
A. WiFi
B. SATA
C. Bluetooth
D. Optical audio interface

4. Whose signature did not appear on a limited-edition iPod?
A. Tony Hawk
B. Alicia Keyes
C. Beck
D. Madonna

5. Which Apple application enables speech input by default when launched?

Answers

1. A Geneva 2. D SuperMicro
3. C Bluetooth 4. B.Alicia Keyes
5. Chess

More Macworld Expo photos are on www.idgcentral.com.

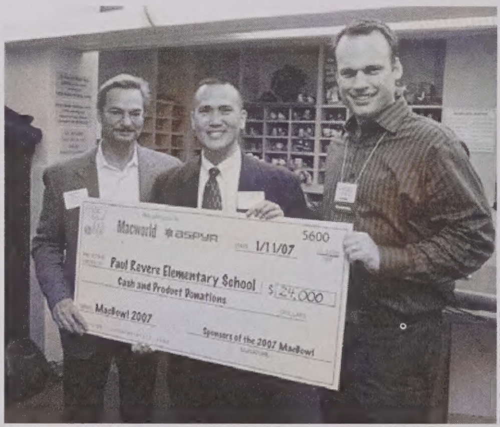
Macworld Expo

continued from page 1

speakers such as actor, writer and film producer Kevin Smith; world-renowned photographer and digital photography pioneer Joel Meyerowitz; and New York Times technology columnist and Mac luminary David Pogue. The John Lennon Educational Tour Bus, a unique non-profit, state-of-the-art mobile recording and multimedia studio, celebrated its 10th anniversary at the show with a book signing at the Bus with the Grateful Dead's Bob Weir.

"This was by far the strongest Macworld Conference & Expo I've attended in many years, thanks to the leadership of [IDG World Expo Macworld Vice President] **Paul Kent**," said Adam Engst, publisher of the weekly newsletter "TidBITS." "Along with plenty of vendors I've known for years, there were booths from companies I'd never heard of before which was refreshing, and the crowds were constantly bustling."

Macworld magazine VP/Editor-in-chief **Jason Snell** said the enthusiasm level at the show was "high, thanks to big crowds and lots of cool new products." His staff's focus lay largely with meeting with vendors and putting together Web coverage of the show. The magazine covered Steve Jobs' keynote address in two ways, with live blogging and more traditional reporting. "This gets us a massive amount of traffic," he said, adding that the site (http://www.macworld.com) saw almost 3 million page views on the day the iPhone was announced, a 30% increase from last year's show; site traffic was 17% greater for the entire week from last year.


Macworld
aspyr
1/11/07
5600
Paul Revere Elementary School
Cash and Product Donations
$ 24,000
MacBowl 2007
Sponsors of the 2007 MacBowl

ERIC LAW-HING

Macworld and Aspyr Media held the seventh annual MacBowl, which raises money to benefit computer education at a local public school. (L-R) ***Jeff Edman****, president and CEO, Mac Publishing; Lance Tagamori, principal, Paul Revere Elementary School, which received $24,000 from the event; and Michael Rogers, president & CEO, Aspyr Media.*

Snell said the site also made "big strides" in posting multimedia about the show. The staff produced three videos, including one of Jobs' keynote and reports from the show floor and the magazine's booth and theater, where the magazine's top editors, contributors and industry luminaries gave 20 Macworld Live presentations and panels, most of which were standing-room-only. Many sessions were recorded as podcasts, which are available on the site for those who could not attend the event.

Macworld magazine staff at the company's booth included: (l-r): Retention Marketing Coordinator ***Shavon Burden****, Retention Marketing Director* ***Lisa Radler****, Senior Marketing Director* ***Sandy Wong*** *and Marketing Specialist* ***Michelle Kloss****.*

The magazine also announced its 2007 Macworld Best of Show winners in a first-time showcase with an audience of nearly 1,000 Expo attendees. Hosted by Snell and Macworld.com News Director **Jim Dalrymple**, the 11 winners — among them Apple, Adobe and NEC — were introduced with short video clips created by the magazine's editors discussing the winning attributes of each product, interspersed with live demonstrations on stage. For a complete list of winners, go to http://www.macworld.com/news/2007/01/11/bosprofile/index.php.

The magazine also used the show as an opportunity to promote the Macworld brand. "We offered the Macworld Live presentations, gave out 20,000 copies of the February 2007 issue, held prize drawings for giveaways donated by advertisers, distributed information on MacMania cruises by Geek Cruises and signed up new newsletter subscribers offering inexpensive premiums including key chains and pens — believe it or not, attendees really love pens!" said Senior Marketing Director **Sandy Wong**. The magazine also put together an exclusive Meet the Editors event where 100 clients met and mingled with editors off the show floor.

The next Macworld Conference & Expo will be held Jan. 14-18, 2008 in San Francisco. For details go to http://www.macworldexpo.com or contact Charlotte McCormack at charlotte_mccormack@idg.com or Sandy Wong at sandy_wong@pcworld.com. WU

IDG

January 22, 2007

IT Quality Assurance Analyst (CSG)

IDG's Corporate Services Group is searching for an IT Quality Assurance Analyst to join the Information Technology team. The individual in this position will be working as a part of the Testing team to help ensure the quality of IDG's financial applications and corporate support systems. Responsibilities include, creating and executing test plans based on the needs of each system and project, defect tracking, communication, problem resolution, providing support and training to the end user, overseeing thorough and accurate user acceptance testing, reviewing and assisting in the development of test cases, reviewing test documentation, reviewing test results, verifying test defects are resolved, reporting on testing status and issues to the project manager, assisting with the creation of systems documentation. Qualifications: 2 – 3 years experience in an IT group performing quality assurance or testing. Understanding of financial systems, financial transactions and testing methodology's is a must. Experience with SQL is a plus. Excellent written and verbal communication skills and the ability to work in a team environment and interface well with associates at all organizational levels is required. ***Location: Framingham MA***

Contact: Sara Scogland, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

Online Sales Manager (CWI)

Computerworld is seeking an Online Sales Manager for the West Coast to be located in our San Francisco office. The Online Sales Manager will be responsible for servicing and expanding existing business as well as pursuing and maintaining new advertising opportunities for online agencies and named accounts. Additionally the Online Sales Manager will work closely with other IDG business units on integrated sales opportunities as well as with online sales teams across the country. Qualified candidates will have 5+ years experience in online ad sales (technology company or computer publication preferred), contacts in the computer industry, and a proven sales track record. The ideal candidate will have top-notch communication, negotiation and presentation skills. Travel is required.

Location: Framingham MA

Contact: J. Lynch, Fax: 508-879-3760, Phone: 508-820-8162, Email: jobs@computerworld.com

Online Edit Intern (Temporary Position) (CXO)

As an intern at CXO Media Online, you'll have the opportunity to work in an exciting, energetic online editorial environment. We are currently engaged in a complete redesign and architectural rebuild of our site, and need someone with enthusiasm, flexibility, and a willingness to learn new things to help out. You must be reliable and able to work on-site. Responsibilities may include writing, helping in the development of editorial packages, working with podcasts, and assisting with content migration. Come and learn about search engine optimization, online content management, Internet editorial creation and more! ***Location: Framingham MA***

Contact: Pauline Boyle, Fax: 508-875-4489, Phone: 508-935-4192, Email: pboyle@cxo.com

Online Editor (CXO)

CXO Media Inc. is seeking an Online Editor to generate, oversee and manage several key content areas for cio.com and csoonline.com's successful and growing Internet business. Responsibilities will include participation in a major enhancement to the site's editorial efforts and technology architecture. This individual will work with staff members, freelance writers and end-user contributors to create compelling content aimed at a large audience of information technology decision makers. Opportunities exist in Web features, news creation, user-generated content, blogging, multimedia, newsletters and online community creation. Candidates should have a deep knowledge of and passion for online content and interactive Web communities as well as 3-5 years writing and editing experience. Experience writing and editing for technology professionals is a plus. ***Location: Framingham MA***

Contact: Pauline Boyle, Fax: 508-875-4489, Phone: 508-935-4192, Email: pboyle@cxo.com

Sr. Managing Producer, Rich Media (CXO)

CXO Media and Computerworld, publishers of CIO.com, CSOonline.com and Computerworld.com are looking for a highly motivated Sr. Managing Producer (Rich Media) to join the Online Publishing Group in Framingham, MA. The right candidate will join a team of talented technical, design and content professionals and will contribute to all aspects of the company's growing rich media product lines, particularly webcasts and podcasts. This individual will develop project schedules, manage partner/vendor relationships, and see multimedia projects through to completion. The ideal candidate will be a team player and be comfortable working on multiple projects simultaneously. Required skills include: at least 7-8 years experience in web-based rich media production; excellent video and audio editing skills; extensive experience running a shoot, strong understanding of rich media technologies; proficiency in web graphics

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

production and web publishing technologies; excellent communication skills; ability to work both independently and in a team and be extremely customer service-oriented. Subject-matter expertise (IT industry) is strongly preferred.
Location: Framingham MA
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Project Manager (IDC)

The Information Technology group at IDC seeking a Project Manager to who will work with business owners and technologists to define project deliverables, document specifications, and guide projects through the Software Development Life Cycle (SDLC). The Project Manager will be responsible for writing specifications working with business owners and technologists to determine scope and ensuring the SDLC has been followed. Reporting directly to the Vice President, IT Planning, responsibilities include: developing and managing close relationships with users, ensuring best practices are maintained and utilized, specifying project deliverables and managing project schedules. We are seeking an individual who has experience in a collaborative environment, and is adept at working with individuals both across the U.S. and internationally. The individual must possess excellent writing, business analysis, project management and presentation skills. Must have experience and credibility with to work with a technical team and the communication skills to work with all levels of management. This position requires 4-7 years experience as a Project Manager or equivalent. Must be very detail oriented and possess a strong process and results oriented background Experience working with a global team strongly preferred. ***Location: Framingham MA***
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Sales Manager (IDGE)

IDG Entertainment is searching for a talented Sales Manager to join the team. As the Sales Manager you will be responsible for managing existing advertising business and for generating new business for IDG Entertainment print and online properties in the Southern California region. Responsibilities include acquiring, growing and retaining key relationships with advertising agencies and clients. You will build, manage and optimize agency and client relationships via in-person meetings, emails and phone calls in order to achieve your territory revenue goals. Contacts and relationships in the video game and/or entertainment industry a must. Qualified candidates will have 5 plus years of professional advertising sales experience. Please reference So Cal Sales Manager in the subject line when applying to this position. ***Location: West Coast***
Contact: Email: salesjobs@gamepro.com

Account Director (IFW)

InfoWorld Media Group seeks a highly motivated sales professional to create a strong presence in the assigned East Coast territory. Core responsibilities include creating and developing new accounts, growing existing accounts and selling InfoWorld's full portfolio of print, online and events. Candidates should have a keen understanding of the technology sector and at least 4 years of experience selling in the tech space. Candidates should be driven, articulate, and comfortable building senior level relationships. The winning candidate will be a highly effective communicator and negotiator with a proven track record of customer-oriented selling success and a great reputation with advertising decision-makers. ***Location: Paramus NJ***
Contact: Job Opportunities, Email: jobopps@idg.com

Sr. Account Executive, Manufacturing Insights (MI)

Manufacturing Insights, an IDC company, is responsible for developing market research and advisory services focused on the Manufacturing Industry. We are currently seeking a Senior Account Executive who has been successful selling into global manufacturing organizations as well as IT vendors who serve the manufacturing industry. This Account Executive will create/deploy solution selling techniques to grow and expand the Manufacturing Insights practice. This position will have Western US sales responsibilities for selling the Manufacturing products - subscription advisory services, multi-client studies and consulting projects. The successful candidate will be able to make presentations on the product offerings to CIOs and Managers and tailor the Manufacturing Insights offerings to client needs. The individual must be knowledgeable about IT issues in manufacturing; have relationships with manufacturing companies and IT vendors serving the manufacturing industry, and be able to research and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Requirements for the position include 5-10 years of demonstrated success in a quota carrying capacity; a strong willingness and aptitude to work collaboratively; strong written and presentation skills; ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Proficiency in Microsoft Word, Excel , PowerPoint and Lotus Notes is required along with a Bachelor of Science degree. Knowledge of Salesforce.com is a plus. MBA is a plus. This position requires 25-35 percent of travel. ***Location:*** **Boston, San Francisco, Denver or anywhere the right candidate resides**

Go to http://careers.idg.com to view all current job opportunities at IDG

Contact: L. Barton, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Media Assistant (NWW)

Network World is seeking an experienced Sales Media Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will assist with fulfillment of all online and print media advertising in addition to day-to-day administrative tasks. Candidates will utilize their superior time management skills in developing ongoing relationships with our sales team and clients. Specific duties will include, tracking start and end dates for all online and print media campaigns, managing the optimization of media plans, development and presentation of tracking reports and analysis, and monitoring online and print inventory for Sales Representatives. Excellent verbal and written communication skills, strong time management, organization, skills a must. A minimum of 2 years of online media planning and negotiating experience a plus. ***Location: San Francisco CA***
Contact: E Cormier, Fax: 508-490-6454, Email: careers@nww.com

IDG

Current Jobs, Week of January 22, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Edit	Online Associate Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Edit	Online Community Editor	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Edit	Technology Reporter	West Coast	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Event Marketing and Programs Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online Sales	Online Sales Manager	Framinham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
CXO Media						
	IS	Associate User Support Specialist	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Edit Intern (Temporary Position)	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Online	Online Editor	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Online	Online Managing Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Senior Producer, Rich Media	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	National Sales Manager, Executive Programs	Framingham MA, San F	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG Communications						
	General	Management Associate	San Francisco CA	Carolyn Burton	carolyn_burton@idg.com	508-935-4595
IDG Corporate Sales						
	Sales	Director, Market Intelligence	Framingham MA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
	Sales	Sales Operations Manager	Framingham MA or San	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	IS	IT Quality Assurance Analyst	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Entertainment						
	Online	Audience Development Coordinator	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	415-978-3185
	Sales	Sales Manager	San Francisco CA	Lisa Hess	salesjobs@gamepro.com	
	Sales	Sales Manager, Midwest	San Francisco CA, New	Lisa Hess	salesjobs@gamepro.com	415-978-3185
InfoWorld						
	Edit	Senior Writer	Boston MA	Paul Roberts	paul_roberts@infoworld.com	617-239-7854
	Sales	Account Director	Paramus NJ	Job Opportunities	jobopps@idg.com	
	Tech	Senior Web Designer	San Francisco CA	Job Opportunities	jobopps@idg.com	
Mac Publishing						
	Admin	Sales Associate	San Francisco CA	Job Opportunities	jobopps@idg.com	
Network World						
	Online	VP/GM Online	Southborough, MA	Eric Cormier	careers@nww.com	508-490-6454
	Sales	Sales Media Assistant	San Francisco CA	Eric Cormier	careers@nww.com	508-490-6455
PC World						
	Edit	Assistant Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	HR	HR Assistant/Coordinator	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	415-978-3185
	Online	Online Advertising Coordinator	San Francisco CA	Lisa Hess	lhess@idg-entertainment.com	415-978-3185
	Tech	Sr. Applications Developer	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
World Expo						
	Operations	Events Operations Coodinator	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Consulting	Consulting Director, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Infrastructure Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Project Administrator	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Cust Serv	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Marketing	Product Manager, Marketing, Information Infrastructure	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Associate Research Analyst, Pricing Evaluation Service	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Manager, Investment Research Service	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Software Alliance Leadership Counci	Toronto Canada	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649

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BU	Category	Title	Location	Contact	Email	Phone
	Research	Research Analyst, Storage Pricing	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4650
	Research	Research Analyst, Worldwide Tracker Group	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director or VP, Business Networking Service	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4267
	Research	Research Manager, Document Solutions	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, IP VPN	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Storage Mechanisms	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Storage Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Verticals	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst, Servers	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Sourcing and Supply Chain Mana	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Small/Medium Business/Home O	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4100
	Sales	Sales Representative, Enterprise Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive	Framingham MA, Irvine	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Project Manager	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Financial Insights						
	Research	Research Manager, Capital Markets	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Research	Sr. Research Analyst, Payments Practice	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC - Health Industry Insights						
	Sales	Inside Sales Representative, Health Industry Insights	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
	Sales	Sr. Account Executive, Health Industry Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC - Manufacturing Insights						
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
IDC- Enery Insights						
	Research	Research Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Inside Sales Representative - Energy Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Go to http://careers.idg.com to view all current job opportunities at IDG

Coming up

IDG Management Excellence Program
Jan 30 - Feb. 1
Wellesley, MA
laurie_butson@idg.com

DEMO '07
Jan. 30-Feb. 1
Palm Desert, CA
http://www.demo.com/

IDG European Managers Meeting
Jan. 31-Feb.2
Athens
maggie_murphy@idg.com

IDC Virtualization Forum 2.0
Feb. 6
New York City
http://www.idc.com

IDG Global Media Institute
Feb. 12-15
Boston
laurie_butson@idg.com

InfoWorld Virtualization Executive Forum
Feb. 12
San Francisco
http://www.infoworld.com

IDC IT Security Roadshow
Feb. 13
Belgrade, Serbia
http://www.idc.com

LinuxWorld Open Solutions Summit
Feb. 14-15
New York
http://www.linuxworldsummit.com

LinuxWorld Conference & Expo
Feb. 27-March 2
Mexico City
http://www.linuxworldexpo.com.mx

Computerworld IT Leaders Conference
March 4-6
Palm Desert, CA
http://www.premier100.com

IDG U.S. Media Management Institute
March 27-29
Boston
laurie_butson@idg.com

Check IDG Central for more IDG events.

LMI Web site

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as forums, a social networking tool (similar to InfoWorld's IT-Exec Connect) and blogs by IT experts. A Reporters blog, launched last year, has generated several discussions on software development, copyright laws and privacy. "Readers now have the opportunity to comment on all the articles posted on the site," Castaneira said. IDG France will also begin producing video content around the events and industry round tables it organizes, as well as breaking news stories and product guides.

The LMI.fr editorial team will be managed by LMI Editor-in-chief **Olivier Rafal**, whose experience in editorial and blogs will be key in managing relations with end users, Castaneira said.

LMI.fr has historically been the leading end-user b-to-b Web site in France, garnering 200,000 unique users per month. Castaneira said he hopes to increase that number to 300,000 by the end of the year, as well as increase page views from 600,000 to 1.5 million per month. "That is a big challenge," he said, "but the results we've had since launching the new site have been very promising."

In November, IDG France held an event on Internet development for 100 local IT industry leaders to promote what Castaneira called "LMI.fr 2.0." IDG France marketers are currently readying a search-engine marketing and partner program to further the buzz around the site. **Olivier Gandrillon**, IDG France online business manager, also organized a party for advertisers with a live site demo that highlighted a well-received new lead-generation program.

The LMI site relaunch may be over, but Castaneira said he and his staff will not be resting on their laurels. "Every day in online you have to prove you're alive — and in real time!" he said.

Contact David Castaneira at castaneira@idg.fr.

The staff of IDG France's Le Monde Informatique held a party for its staff and clients on Nov. 8 to celebrate its revamped Web site, which launched earlier that day. (L-R) ***Pierre Tran****, lemondeinformatique.fr editor;* ***Denis Poillerat****, digitalworld.fr editor;* ***Cyrille Chausson****, lemondeinformatique.fr senior editor;* ***Marie Baudry****, Web developer;* ***Sandra Laffont****, digitalworld.fr editor;* ***Vincent Delfau****, lemondeinformatique.fr editor;* ***Nouara Aftis****, photo manager;* ***Olivier Moulin****, Comparhaut CEO;* ***Sandrine Chilotti****, cio-online.com editor;* ***David Castaneira****, IDG France Online publisher; and* ***Olivier Rafal****, lemondeinformatique.fr editor-in-chief.*

One on one

continued from page 3

Centers) criteria to help countries to align their offering to the demands of international advertisers. (Check the IGS presentation from the 2006 European Online Meeting posted in IDG Central's Global Meetings section.) I will be happy to give advice on what changes would be likely to result in increased international revenues; just send me an e-mail.

Q What difficulties do you see ahead?

A My projections suggest that our online revenues will equal our print revenues in early calendar 2008. Our main stumbling block is that we can already sell more online inventory than is available in many countries, so the expansion of IDG/IGS is not limited by our sales ability but the ability of each site to drive sufficient traffic. This is why IGS has taken a lead in the relationship with two companies, Vibrant Media (contextual targeting) and Revenue Science (behavioral targeting) and search engine optimization to either increase traffic or find ways around the limited inventory. Many of our centralized competitors in Europe have a strong lead in their lead-generation capabilities, which we will need to address before this market matures as it has in the U.S. This will be a discussion point at the IDG European Managers Meeting in Athens later this month.

noteworthy people

New employees

Senior Correspondent **Yogesh Gupta** comes to IDG India from his role as correspondent with the Times of India. He holds a B.E. in computer science from Thadomal Shahani Engineering College in Mumbai and enjoys keeping up with current events and technology. *yogesh_gupta@idgindia.com*

Amy Singer joins PC World's Paramus, N.J., sales office as senior account manager, coming from Rolling Stone where she was an account executive. She holds a B.A. in marketing from the University of Arizona/Tucson and also studied at Lorenzo de Medici School in Florence, Italy. An equestrienne, she also enjoys travel and the outdoors. *amy_singer@pcworld.com*

Singer

Jerry Zhang joins IDC China in Beijing as a market analyst for the x86 server market. He previously worked as a presales engineer for Langchai and holds an M.A. in electrical and electronic engineering from the University of Nottingham (U.K.). In his spare time, he likes to play football, table tennis, tennis and other sports. *jerryzhang@idc.com*

Barclay Rockwood has been hired by IDC Framingham as an account manager in the Major Industry Accounts Group. He has worked for more than 15 years at computer technology companies in a variety of sales roles, building client bases for software, services and consulting at start-ups and larger companies. He holds an M.S. in management from MIT's Sloan School of Management. *brockwood@idc.com*

Rockwood

PETER SHORT

Previously director of IT with Egenera, Inc., **Ray Anderson** joins CXO Media as chief technology officer. He studied computer information systems at the University of Massachusetts/Dartmouth and has an associate's degree in business from Bryant College. He enjoys spending his free time with his son (4) and daughter (7). *randerson@cwcxo.com*

Anderson

IDG WORLD UPDATE

Also new at CXO Media is Client Services Specialist **Erica Foster**. She was previously an education coordinator at Masspro, setting up educational programming for physicians and nurses in Massachusetts. She earned a B.A. in business communications from Assumption College in Worcester, Mass., and enjoys spending time with family and friends. *efoster@cxo.com*

Foster

IDG WORLD UPDATE

Aileen Arcilla joins IDC California's San Mateo office as senior research analyst in the Semiconductor group. Before joining IDC, she was a product manager at Cisco Systems for its 12000 Series routers, where she performed market and pricing analyses and managed new software releases. She has also evaluated business plans and developing services to help entrepreneurs refine pitches to venture capitalists at the Women's Technology Cluster. She holds an M.B.A. from Cornell (N.Y.) University's S. C. Johnson Graduate School of Management and an M.S. with dual degrees in industrial engineering and statistics from Rutgers University in New Brunswick, N.J. She enjoys long-distance running and has completed both half and full marathons. *aarcilla@idc.com*

Arcilla

Computerworld Switzerland has hired **Alina Huber** as an online editor. Currently a student at the University of Fribourg, she is studying media sciences and journalism and will finish her studies this year. When not working or studying, she enjoys music, cinema and sports. *alina.huber@computerworld.ch*

Lim Chieng Shiong is IDC Asia Pacific's new regional research manager for SMB based in Singapore. He has 11 years of experience in journalism, market analysis and market intelligence with companies such as Microsoft, Hewlett-Packard and Financial Times Information and was previously senior market analyst at Microsoft. He earned a B.A. in economics and statistics from the National University of Singapore. *cslim@idc.com*

Previously a market research intern with STAT Resources, **Julie Gregg** joins IDG Research Services as a research analyst. She graduated summa cum laude from Bentley College in Waltham, Mass., with a B.S. in marketing and plans to pursue an M.A. in marketing analytics. In her free time she enjoys soccer. *julie_gregg@idg.com*

Gregg

IDG WORLD UPDATE

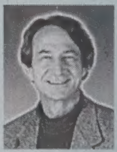
Jon Brodkin is Network World's new staff writer, covering applications, e-commerce and middleware. He was previously a reporter for the MetroWest Daily News for which he won five awards from the New England Press Association for health reporting, environmental reporting (twice), human interest feature writing and reporting on religious issues. He holds a B.S. in journalism from Boston University and enjoys skiing, poker, tennis and going to concerts. *jbrodkin@nww.com*

Brodkin

ERIC CORMIER

In memoriam: Rex Farrance

PC World lost a valued colleague and friend earlier this month when Senior Technical Editor **Rex Farrance** was killed during a home-invasion robbery attempt in Pittsburg, Calif. For 19 years, Rex served *PC World* with professionalism and a passion for accuracy.



Farrance

"Rex had exactly the right temperament for the work he loved so much: He was dedicated to accuracy, fairness, and clarity, and it showed in every article he edited for *PC World*," said VP/Editor-in-Chief **Harry McCracken**. "It also showed in his communications with his colleagues, whom he treated with unstinting thoughtfulness. He was a friend and adviser to dozens of *PC World* editors. Millions of people who never knew his name have benefited from things he did to make our magazine and site as good as they could possibly be," McCracken added.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Donna Pomponi *Network World*

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Lee Doyle *IDC*
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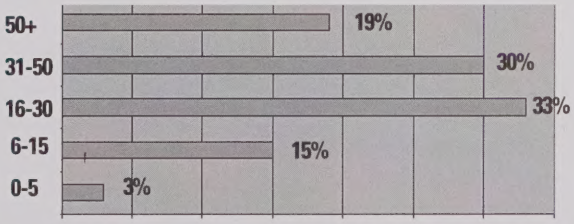
Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Question of the Week for Jan. 8

How many e-mails do you send in an average work day?



Log on to www.idgcentral.com to vote on this week's question: What type of business calendar do you rely on most?

celebrating 10!

Name
Carol Sliwa

Office
Framingham, Mass.

Joined IDG
November 1995, Senior Writer, Network World

Joined IDG
I joined Computerworld in July 1997 as a Senior Editor, covering Internet technology and Microsoft.

Current title
National Correspondent — I pursue in-depth and enterprising news features and investigative stories.

Most challenging part of your job
Condensing my notes and research — in one case, literally box loads — into a relatively short story.

Best part of your job
As a reporter, I'm lucky enough to get an insider's view of the world. I'm able to explore how people, businesses, etc. tick, without having to depend on the reports of others. The job gives me a license to contact and ask tough questions of anyone — although some choose not to respond.

Career highlights
Covering baseball's World Series in 1986 and 1987 (both exciting seven-game series); reporting from the 1992 Democratic and Republican national conventions when the country was ripe for change; photographing rock concerts (including a big Amnesty International benefit in Montreal); traveling to China for an Internet conference; interviewing top executives in the tech industry.

What's kept you at IDG for 10 years?
The company treats its employees well and is filled with good people. Computerworld strives to maintain editorial integrity and gives reporters the resources necessary to pursue difficult stories. I've also enjoyed traveling to places I might not otherwise have seen.

Best compliment you've ever received on your work?
Here's an e-mail from my feedback folder:
"You and your editors are to be congratulated on some fine, in-depth reporting. I have been tracking coverage of this story since it broke last week. You are the ONLY reporter I am aware of who didn't file a quick and dirty story that relied on quoting my blog and a few fast interviews. You did the research. You made the phone calls. You found the enterprise users. You got them and Microsoft on the record. You didn't lift or otherwise rewrite one stitch of other coverage. It's gratifying to know there's ONE trade magazine that still thinks covering IT requires journalists and balanced journalism. Kudos to you and Computerworld."

*Computerworld's **Carol Sliwa** celebrated her 10th anniversary with the company at dinner at Boston's Four Seasons Hotel as the guest of IDG Chairman **Pat McGovern**.*

Interests outside the office
Film, music, art, photography, politics/global events, sports, travel, exploring how people in other parts of the country and the world live.

What talent do you wish you had
Play a musical instrument well enough to be a pro.

Dream destination
Himalayan foothills.

Favorite movie
Here's a handful, each of which I've seen many times: Dersu Uzala; Aguirre, The Wrath of God; Annie Hall; Defending Your Life; and Fanny and Alexander.

Your idea of a perfect day alone?
Taking a long drive on roads where I've never been, stopping along the way to meet the locals and explore the culture. I stock the CD player with music to suit the place, the time of year or my mood, and I play it over and over, loud. If I've chosen well, that music reminds me of the perfect day even years after it's over. In warm climates, this works especially well in a rented convertible.

Manager's profile
"Carol is one of the most persistent, hardworking and downright tireless reporters I've ever known. She really throws herself into her reporting work, and she has an exceptionally strong commitment to accuracy, fairness and ensuring that her stories are very well-sourced. The end results are uniformly top-notch. In addition to all that, she seems to be able to score prime tickets to concerts and Red Sox games at will."

— Craig Stedman, news editor, Computerworld

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG publishes more than 300 magazines and newspapers in 85 countries including *CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World*, and *PC World*. IDG's online network includes more than 450 Web sites. IDG's lead generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

Bob Carrigan's FY07 Q1 webcast is on IDG Central

In his latest quarterly webcast, Bob Carrigan, president of IDG Communications, discusses FY07 Q1 results, provides an overview of the events and conferences managed by U.S. business units and discusses the recent changes at IDG World Expo. Go to http://www.idgcentral.com.

New blog focuses on community

In her new blog, "Community Gardening," PC World /Mac Publishing Online Community Manager **Kellie Parker** will address the day-to-day challenges of attracting and sustaining groups of contributing users. Go to: http://idgcentral.com. If you need a login, use the link on the home page to request one.

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Gillen, Reinsel honored with IDC's Peacock Awards *page 2*

Butson, Callahan receive Boviard STAR Awards *page 2*

One on one: IDC President & CEO Kirk Campbell *page 3*

Celebrating 10: CSO Magazine's Michael Goldberg *page 8*

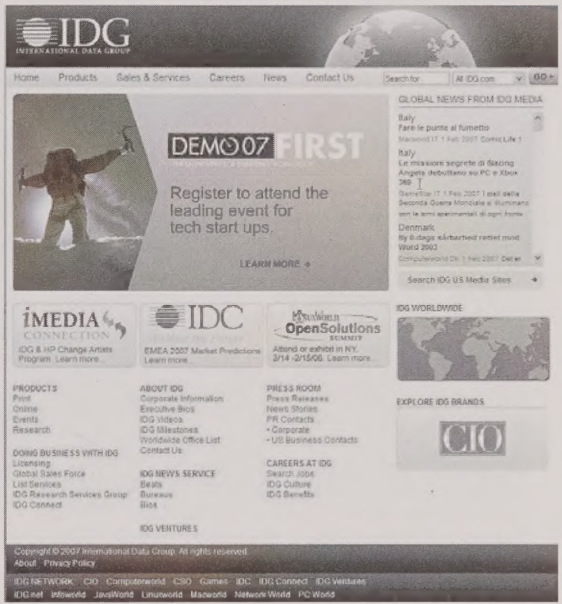
IDG.com redesign reflects international breadth

Site is more promotional, presenting information in a more useful way

IDG's corporate Web site, http://www.idg.com, introduced a redesigned home page in late December, and in recent weeks more sections of the site have transitioned to the new blue, green and black color scheme with a simplified banner that features a globe rather than an array of product images. It is the first wholesale redesign since 2000 and follows a banner redesign in late 2004.

The redesigned site is the result of collaboration between IDG Corporate Communications, Systems Manager **Patrick Kenney** and Senior Developer & Network Manager **Donald Botts** at IDG International Publishing Services and the external Web design firm Decision Counsel of San Ramon, Calif.

"IDG.com is now more promotional, emphasizes our international differentiator and presents information in a more appealing and useful way," said IDG Director, Communications & Marketing Programs **Howard Sholkin**. One goal was to make the site livelier, and the home page now uses Flash to showcase a rotating collection of items such as upcoming events, IDG Connect or IDG promotional taglines. A section just below the Flash-driven area includes space for several static promotional boxes with links for Webcasts, pending conferences news items or other notable happenings.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Register to attend the leading event for tech start ups.

IDG & HP Change Artists Program. Learn more.

EMEA 2007 Market Predictions Learn more

Attend or exhibit in NY. 2/14 -2/15/06. Learn more.

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About one-third of the visitors to IDG.com are from outside the U.S.

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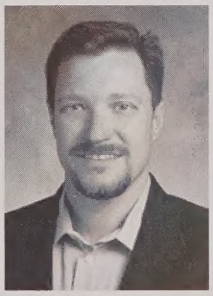
Marketing program woos 48 new exhibitors to Mac Expo

Mac Publishing, World Expo offer Apple developers low-cost package

In an effort to provide more than tools and technical support to the Apple developer community, Apple, Inc. teamed up with Mac Publishing and IDG World Expo to create a marketing program for Apple Developer Connection (ADC) members designed to bring more developers to last month's Macworld Conference & Expo in San Francisco.

The effort netted an additional 48 exhibitors at Macworld Expo and incremental revenue of close to $240,000 for the two IDG business units.

In early July Apple approached IDG World Expo VP/Macworld Expo **Paul Kent**, said Macworld Associate Publisher **Paul Zampitella**. "Apple wanted to offer developers who had not exhibited at Macworld Expo before a low-cost, turnkey exhibit solution." Apple's goal, he said, was to provide start-up developers with not only the technical support that ADC members receive (see sidebar, page 5) but also help them start thinking about how they can take their product to market.



"Our goal is to convert the ADC participants into regular advertisers, both in the magazine and online, as well as exhibitors since they won't be able to do the program next year."

— Paul Zampitella

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IDC's annual Peacock Awards go to Gillen, Reinsel

Noting that the annual gathering has become the most anticipated awards event at IDC, IDG Chairman **Pat McGovern** joined IDC President & CEO **Kirk Campbell** in a crowded conference room in Framingham, Mass., on Jan. 17 to announce the winners of the James Peacock Memorial Award. This year the award for exceptional research quality went to Program Director/Storage Research **David Reinsel** and Research Vice President/System Software **Al Gillen**.

IDG WORLD UPDATE

(L-R): **Kirk Campbell**, **Al Gillen**, **Pat McGovern**.

IDG WORLD UPDATE

(L-R): IDC's **David Reinsel** accepts congratulations from IDC President & CEO **Kirk Campbell**, IDG Chairman **Pat McGoven** and IDG Communications President **Bob Carrigan**.

McGovern established the Peacock Awards in 1985 to honor the accomplishments of Jim Peacock, an IDC vice president for 15 years until his death in 1981. The award recognizes the employees who best follow Peacock's example of professional excellence in organizing, conducting and completing research effectively and on time and successfully communicating the results of that research to IDC clients. IDC's vice presidents and senior vice presidents nominate employees for the award, and Campbell makes the final selection.

"David represents the gold standard for a researcher at IDC," his nomination read. "His is prolific, insightful, knowledgeable, detailed, collaborative and forward thinking. During FY06, David contributed to more than 60 documents. He takes on-time delivery as a personal commitment, and he maintains very close relationships throughout the supply chain and the financial community." Based in Minnesota, Reinsel celebrates his seventh year with the company this month.

Gillen, a Pennsylvania-based employee who also marked seven years with IDC last October, "has emerged as a preeminent analyst in the operating system space, one of the most contentious and hotly contested sectors in the IT marketplace," read his nomination. "Al does what every analyst is expected to do: objectively analyze the information and make the most informed call possible. He has consistently done this, and it has earned him the reputation of being fair, balanced and influential."

Contact IDC Human Resources Representative ***Stephanie McCallum*** *at smccallum@idc.com.* WU

Butson, Callahan receive Boviard STAR Awards

IDG Training and Development Manager **Laurie Butson** and IDG Senior Credit Analyst **Judy Callahan** are the most recent recipients of the IDG Corporate Boviard STAR Award. The award is presented twice yearly to employees who are nominated by their peers for demonstrating outstanding Service, Teamwork and Results.

JOHN ROBISON

IDG Senior Credit Analyst ***Judy Callahan*** *(left) and IDG Training and Development Manager* ***Laurie Butson*** *were recently recognized for demonstrating outstanding service, teamwork and results.*

Butson, a seven-year IDG veteran, was commended for the exceptional support she provides for all her projects and her ability to work well with colleagues on a variety of new education initiatives. "Laurie always gets back to you on action items and never lets things fall through the cracks," according to one nomination.

Callahan will celebrate 19 years with IDG in July and previously earned a STAR award in 2003. She is "organized, professional and handles our clients perfectly so as to achieve IDG goals without upsetting our customers," said a colleague. WU

Eligible STARs

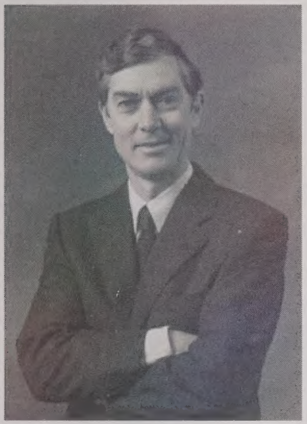
Employees from IDG's corporate groups as well as those at IDG List Services, Research Services, International Publishing Services and IDG Global Solutions may be nominated for a STAR Award by a peer from any business unit worldwide. The award is given in memory of the late Jay Boviard, who served as IDG's corporate credit manager. Nominations are reviewed by Human Resources Service Division Director **Alana Dros**, IDG CFO **Ted Bloom** and IDG Senior VP/ Corporate Taxes **Jayne Enos**.

Contact IDG Corporate Service Group Office Manager ***Kathy Toffoloni*** *at kathy_toffoloni @idg.com.*

the interview

one on one

Kirk Campbell
The president & CEO of IDC is this week's columnist. Reach him at kcampbell@idc.com.



> *"Since 2000, we have dramatically increased our focus and resources to examine the opportunities across the consumer landscape to include more than traditional consumer electronics and have built out expertise of consumer services, consumer usage and behavior and digital entertainment."*

Q How did IDC's FY06 performance stack up against that of the past several years, and what do you expect for FY07?

A IDC's revenues and profits in FY 2006 increased at a nice pace from the prior year level. IDC exceeded its profit budget with large contributions from each of IDC's regions. Taking a longer-term view, IDC's revenues in 2006 came in just below the $300 million level, which represented a tripling of IDC's size over the past decade. For the same time 10-year period, IDC's profits increased by nine times. IDC is off to a good start in FY 2007 with healthy bookings for the first fiscal quarter. All of IDC's employees are working hard and staying focused on servicing our customers so that we can achieve our 2007 business goals.

Q What percent of IDC's revenue comes from events? Do you see that number increasing over the next year or two, or do you think we've saturated some markets?

A About nine percent of IDC's revenues came from events in FY 2006. Five years earlier about three per cent of IDC revenues came from conferences, so this product line is growing rapidly at IDC. IDC organized over 300 events in more than 60 countries last year making IDC (after IDG!) the most global provider of technology events. We definitely see lots of room for revenue growth over the next five years with IDC's events business both in EMEA, where we have our largest conference team, and offerings in other regions such as Asia, North America and Latin America, where we started later and have not fully met the potential demand.

Q What are IDC's major product lines and how fast are they growing?

A IDC has five major lines of business worldwide. The first and most important IDC business is our Continuous Information Services (CIS) and Tracker (Quarterly) subscription research. The CIS and Tracker research programs are the core business upon which IDC's expertise is built. They represent by far IDC's largest and most profitable line of business. The Consulting and Custom Research business is IDC's second major product line in which we provide customized research solutions for individual clients. The third product line is Events, which I discussed in the previous question. The fourth line of business is Go-To-Market Services (GMS), in which IDC provides white papers, analyst webcasts and special content for clients to assist them with market awareness and lead generation. IDC's fifth line of business is the Insights group of companies, which provides technology research advice to end users by industry. The first two businesses, CIS/Trackers and Consulting, are the largest so they tend to grow at high single-digit growth rates while Events, GMS and Insights are the newest so they are growing at double-digit growth rates.

Q To what extent does IDC conduct market research on more consumer-oriented topics? What consumer-style research areas are pulling in the most revenue or are most in demand?

A IDC launched in-depth research of the consumer market in the mid-1990s as digital technologies began to drive up the importance of this segment for our customers. Prior to that, IDC provided consumer research within the PC and Telecom research areas, and we continue to do so today. Since 2000, we have dramatically increased our focus and resources to examine the opportunities across the consumer landscape to include more than traditional consumer electronics and have built out expertise of consumer services, consumer usage and behavior and digital entertainment. For example, in 2000 we had just a few global consumer programs (namely digital imaging, broadband and consumer devices). Today we have research products that span consumer audio, gaming, video, imaging, home networking, broadband, bundled services, new media and wireless as well as regional and country-level programs such as European Consumer Markets and China Consumer Devices and Services.

Over the past few years, we have built up our research in the online entertainment space, with coverage of online music, gaming and video. At the beginning of calendar year 2007 we launched the Digital Marketplace programs, which help our clients understand the dynamics of the Internet and explore the impact of and opportunities in social networks, online content distribution and advertising. Lately the areas that have seen the most demand from clients have been audio and video research — including coverage of products and services like MP3 players, online content services, digital video recorders and digital TV.

Q How does an analyst go about building up his/her "quotability," and how do they track it?

A The two most important factors in raising an analyst's quotability are being available to journalists when needed and having insightful comments on

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RSS feeds make getting news and information from IDG Central easy

Several content areas on IDG Central are available via RSS feed (see the RSS link on the home page). These feeds require authentication. Just enter your IDG Central username and password when your RSS reader prompts you.

Please note that most Web-based feed readers, such as Bloglines, won't work with our feeds because they are password-protected. However, one Web-based option is FeedLounge.

Two free desktop reader options are SharpReader (SharpReader.net) and FeedReader (FeedReader.com).

more on IDG Central

IW's Virginia Hines charts online successes and challenges in blog

Since late August, InfoWorld.com VP and General Manager **Virginia Hines** has been charting her group's progress as they work to transform InfoWorld from a print-centric company to a multidimensional 21st-century media business. Below are excerpts from several of her most recent posts. To read more, visit http://www.idgcentral.com. If you need a login, use the link on the home page to request one.

The Long Tail: How Long Is It?

Wednesday, 31st January, 2007

Lots of people are tossing around the buzz phrase "long tail," by which they mean the annuity value of old content on a Web site. With our new Omniture implementation, we're better positioned to get an easy read on how this content is contributing value to InfoWorld.com...

Another Benefit to Community: Subscribers

Tuesday, 30th January, 2007

File this under "Why didn't we think of this earlier?" Last week we added the ability for people creating profiles in IT Exec-Connect to subscribe to InfoWorld newsletters simply by selecting from a checklist of titles. In less than five days we've already added almost 1,000 subscriptions. Most people who subscribe are selecting five or six titles each...

Slideshows Are January's Big Winner

Monday, 29th January, 2007

The month isn't quite over yet, but the trend is clear: slideshows have been a huge winner for InfoWorld.com this month. They're on track to add about 250,000 pageviews, or more than 8% of our total monthly traffic. The real standout, performance-wise, has been the 57 slides from our annual Technology of the Year awards, announced January 1. Through this afternoon (January 29) they've collected about 195,000 pageviews — in other words, an average of over 3,400 views per slide...

(Ed. note: Be sure to check out the new blog debuting today from PC World and Mac Publishing's Community Manager ***Kellie Parker****.)*

IDG.com feedback wanted

Business units that would like to publicize their upcoming events, products or other business unit activities on IDG.com should contact **Teresina Cardamone**, who will provide the basic technical specifications required. Suggestions for other information you would like to see on IDG.com, or any feedback related to the site, should be sent to teresina_cardamone@idg.com.

IDG.com

continued from page 1

On the upper right side, a new "Global News from IDG Media" section is populated with the help of RSS feeds from 44 IDG editorial properties around the world. It features headlines by country and the first line of stories in the contributing site's native language; the headlines are linked to the full story on that business unit's Web site.

The revamped site is designed to help visitors get to the product- or company-specific answers they need. Marketing Communications Specialist **Teresina Cardamone**, who monitors the general inquiries e-mail box for IDG.com, said over the years she's handled a large number of basic queries regarding editorial submissions, advertising deadlines, publication subscriptions, etc. "Now, from the products page, there are links to those individual product sites that are much easier for visitors to find," she said. There is also a new U.S. Business Unit PR Contacts section with detailed contact information, and a search function for visitors to locate "IDG Business Unit Contacts" worldwide.

There are now six tabs beneath the banner (Home, Products, Sales & Services, Careers, News and Contact Us) with expanded mouse-over options for selecting specific information. Under "Sales & Services" (previously called "Doing Business with IDG") is a link to an IDG Connect page that includes details on IDG's lead-generation programs, a registration area to request contact from an IDG Connect representative and a link to the IDG Connect Media Kit.

The Careers section, which will be further revised over time, now includes an "Employee Profiles" section that features brief personal reflections from a variety of employees who discuss why they joined the company, the company culture and what differentiates IDG from other companies.

Another section that contains greatly augmented information is a set of pages for the IDG News Service. Previously a simple list of IDGNS bureaus and contact information, the new IDGNS section contains staff photos, bios, areas of expertise and links to some of their recent stories.

The first hint of IDG.com design changes came several months ago in the form of a new Product Finder that enabled visitors to build a customized list of products through a search based on Brand, Product Type, Region or Audience. That section has been enhanced by a more functional interactive map that enables visitors to browse products by country.

A new "Explore IDG Brands" section at the lower right will soon bring visitors to a "brand homepage" with brief information about each brand (CIO, Computerworld, InfoWorld, Macworld, etc.) that includes a link to a list of all the titles within each brand. That section is still under development, but the logos are visible and links will go live in the next several weeks.

Write to teresina_cardamone@idg.com.

IDG

Week of February 5, 2007

BU	Category	Title	Location	Contact	Phone	Fax
CSG	Fin	Senior Tax Accountant	Framingham MA	A. Dros	P:	F: 508-988-7972
CSG	IS	IT Quality Assurance Analyst	Framingham MA	S. Scogland	P:	F: 508-988-7972
CWI	Edit	Technology Reporter	West Coast	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CWI	Events	Conference Programs Coordinator	Framingham MA	M. Scanlon	P: 508-628-4903	F: 508-879-3760
CWI	Online Sales	Online Sales Manager	San Francisco CA	J. Lynch	P: 508-820-8162	F: 508-879-3760
CWI	Sales	Sales Director, Strategic Programs and Events	San Francisco CA	J. Lynch	P: 508-820-8162	F: 508-879-3760
CXO	IS	Associate User Support Specialist	Framingham MA	P. Chisholm	P:	F: 508-875-4489
CXO	Online	Online Edit Intern (Temporary Position)	Framingham MA	Pauline Boyle	P: 508-935-4192	F: 508-875-4489
CXO	Online	Online Editor	Framingham MA	Pauline Boyle	P: 508-935-4192	F: 508-875-4489
CXO	Online	Online Managing Editor	Framingham MA	P. Chisholm	P:	F: 508-875-4489
CXO	Online	Sr. Managing Producer, Rich Media	Framingham MA	P. Chisholm	P:	F: 508-875-4489
EI	Rsch	Research Director, Oil and Gas Industry	Framingham MA	S. Brown	P:	F: 508-935-4432
EI	Sales	Inside Sales Representative - Energy Insights	Framingham MA	M. Hockman	P:	F: 508-935-4432
FI	Rsch	Sr. Research Analyst, Payments Practice	Framingham MA	S. Brown	P:	F: 508-935-4432
HII	Sales	Inside Sales Representative, Health Industry Insights	Framingham MA	L. Barton	P:	F: 508-935-4432
ICS	Sales	Director, Market Intelligence	Framingham MA	B. Ramistella	P:	F: 508-988-7972
ICS	Sales	Sales Operations Manager	Framingham MA San Francisco CA	B. Ramistella	P:	F: 508-988-7972
IDC	Cons	Consulting Director, Vertical Markets	Framingham MA	S. Brown	P:	F: 508-935-4432
IDC	Cons	Consulting Manager, Infrastructure Software Consulting	Framingham MA	S. Brown	P:	F: 508-935-4432
IDC	Cons	Consulting Manager, Vertical Markets	Framingham MA	S. Brown	P:	F: 508-935-4432
IDC	Cons	Market Modeler	Framingham MA	S. Brown	P:	F: 508-935-4432
IDC	Cons	Project Administrator	Framingham MA	J. Klepper	P:	F: 508-935-4432
IDC	Customer Service	Inquiry Analyst	Framingham MA	S. McCallum	P: 508-935-4056	F: 508-935-4432
IDC	Mktg	Product Manager, Marketing, Information Infrastructure and Enabling Technologies	Framingham MA	E. Storch	P:	F: 508-935-4432
IDC	Rsch	Associate Research Analyst, Pricing Evaluation Service	Framingham MA	E. Storch	P:	F: 508-935-4432
IDC	Rsch	Manager, Investment Research Service	Framingham MA	S. McCallum	P: 508-935-4056	F: 508-935-4432
IDC	Rsch	Program Director, Software Alliance Leadership Council	Toronto Canada	K. McGillivray	P:	F: 508-935-4432
IDC	Rsch	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	E. Storch	P:	F: 508-935-4432
IDC	Rsch	Research Analyst, Storage Pricing	Framingham MA	E. Storch	P:	F: 508-935-4432
IDC	Rsch	Research Analyst, WorldwideTracker Group	Framingham MA	K. McGillivray	P:	F: 508-935-4432
IDC	Rsch	Research Director or VP, Business Networking Services	Framingham MA	K. McGillivray	P:	F: 508-935-4432
IDC	Rsch	Research Manager, Document Solutions	Framingham MA	S. Brown	P:	F: 508-935-4432
IDC	Rsch	Research Manager, IP VPN	Framingham MA	E. Storch	P:	F: 508-935-4432
IDC	Rsch	Research Manager, Storage Mechanisms	Framingham MA	E. Storch	P:	F: 508-935-4432
IDC	Rsch	Research Manager, Storage Software	Framingham MA	E. Storch	P:	F: 508-935-4432
IDC	Rsch	Senior Research Analyst, Verticals	Framingham MA	M. Hockman	P:	F: 508-935-4432
IDC	Rsch	Sr Research Analyst, Small/Medium Business/Home Office	Framingham MA	S. Brown	P:	F: 508-935-4432
IDC	Rsch	Sr. Research Analyst, Sourcing and Supply Chain Management Services	Framingham MA	K. McGillivray	P:	F: 508-935-4432
IDC	Sales	Sales Representative-Enterprise Financial Accounts	Framingham MA	A. Allen	P:	F: 508-935-4432
IDC	Sales	Sr. Account Executive	Framingham MA Irvine CA San Mateo CA	J. Klepper	P:	F: 508-935-4432
IDC	Tech	Project Manager	Framingham MA	J. Klepper	P:	F: 508-935-4432
IDC	Tech	Sr. Applications Developer	Framingham MA	J. Klepper	P:	F: 508-935-4432
IDGC	Admin	Temporary Account Service Coordinator	Framingham MA	S. Scogland	P:	F: 508-988-7972
IDGC	Bus Dev	Director, Business Development	Open	Piper Sheer	P: 508-935-4791	F: 508-935-4600
IDGC	Gen	Management Associate	San Francisco CA	B. Ramistella	P:	F: 508-988-7972
IDGC	HR	Recruitment Specialist - Contract	Framingham MA	S. Scogland	P:	F: 508-988-7972
IDGC	Sales	Account Executive	Framingham MA	S. Scogland	P:	F: 508-988-7972
IDGC	Sales	VP of Sales	Framingham MA	S. Scogland	P:	F: 508-988-7972
IDGE	Ad Coord	Advertising Operations Coordinator	San Francisco CA	L. Hess	P: 415.978.3185	F: 415.974.7316
IDGE	Online	Audience Development Coordinator	San Francisco CA	L. Hess	P:	F: 510-768-2705
IFW	Events	Sponsorship Account Manager	San Francisco CA	Job Opportunities	P:	F:
IFW	Online	Senior Web Designer	San Francisco CA	Job Opportunities	P:	F:
MI	Rsch	Program Director, Supply Chain Strategies	Framingham MA	M. Hockman	P:	F: 508-935-4432
MI	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	L. Barton	P:	F: 508-935-4432
NWI	Mktg	Conference Marketing Coordinator	Southborough MA	E. Cormier	P:	F: 508-490-6454
NWI	Online	VP/GM Online	Southborough MA	E. Cormier	P:	F: 508-490-6454
NWI	Sales	Sales Media Assistant	San Francisco CA	E. Cormier	P:	F: 508-490-6454
PCW	Edit	Assistant Editor	San Francisco CA	Kate Coldwell	P:	F:
PCW	Mktg	Marketing Specialist	San Francisco CA	Job Opportunities	P:	F:
PCW	Tech	Sr. Applications Developer	San Francisco CA	Job Opportunities	P:	F:
PCW	Tech	Web Applications Developer	San Francisco CA	Job Opportunities	P:	F:
WEC	Sales	Sponsorship Sales Manager	Framingham MA	S. Scogland	P:	F: 508-988-7972

models will be used by IDC Analysts to conduct analysis and projections of the ever-evolving IT industry. The Market Modeler will be responsible for building models and performing updates and edits on those models for a global team responsible for coordinating and integrating multiple sources of input. The Market Modeler will be expected to come up with creative solutions to both short and long-term issues. Top candidates will be highly numerate, with a strong attention to detail. Must be comfortable with forecasting involving multiple large and complex datasets and be able to effectively explain results and methodologies. Experience required: Data Management and Development - Access, Oracle, Software Project Development -Visual Basic and Data Analysis – Excel. SAS experience desired. The ideal candidate will have a background in econometrics and/or statistics. Experience in the IT industry a plus.
Location: Framingham MA
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Program Director, Supply Chain Strategies (IDC)

Manufacturing Insights is seeking a research director to lead the Supply Chain Strategies product family. The research director will have responsibility for Supply Chain, Consumer Packaged Goods, RFID, and emerging trends in offshore production operations. He/she will be responsible for coordinating the research agenda with other Manufacturing Insight analysts as well as other Analysts throughout IDC. The individual must have strong research project management experience as well strong writing and presentation skills. Responsibilities and Clients: The individual will be required to deliver compelling research projects, high levels of customer interaction, and be able to grow the practice with both the demand and supply side of technology markets. The research director will oversee a set of established research programs and shepherd the relatively new Global Supply Chain Strategies research. In overseeing these programs, the director will serve as a main point of contact with the sales force for product education and pricing guidance. Therefore the individual will need to have strong client facing skills and a keen business sense to identify and package products in a way that meets clients' needs. The global program includes coordinating research and guiding business development efforts in Europe and Asia. The individual will also contribute to the setting of research agendas and work closely with colleagues in the practice area to see that compelling research is delivered on time and of high quality. Regular interaction with technology buyers and business process leaders from the manufacturing industry should serve as key points of input for future research efforts. Skills and Experience: The desired individual will have an undergraduate degree with 5+ years working experience in Supply Chain Management. Experience in the Consumer Packaged Goods industry and/or with a market advisory firm is preferred. Additionally, the following skills and attributes are desired: Ability to design and implement new processes; Strong project; management skills with a constant eye on detail; Ability to provide actionable advice to executive level management; Strong collaboration, presentation, modeling, and business development skills; Comfort working in a fast-paced, ever changing environment; Creative problem solving. ***Location: Framingham MA***
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Account Executive (IDGC)

IDG Connect, a division of IDG, has an exciting opportunity for a highly-motivated sales professional to sell IDG Connect's content marketing and lead generation services. The Account Executive will call on Marketing Directors, VPs, and C-Level decision makers in small to mid-market IT companies. This individual will be responsible for the entire sales cycle, including new business development and account management. The ideal candidate will have 2-4 years of successful sales and account management experience, solution selling and consultative skills, the ability to qualify prospects, and strong closing skills. High-tech media sales experience such as advertising sales, online advertising sales, or market research sales in the technology space is a plus. ***Location: Framingham MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

Temporary Account Service Coordinator (IDGC)

IDG Connect is searching for an organized, customer-service oriented account services professional to assist our entrepreneurial team during 4 month maternity leave. The Temporary Account Services Coordinator will be responsible for the coordination and support of sales efforts, tracking of IDG Connect's lead generation programs, and general project management. Applicants should possess a sales, client service or marketing background. Exceptional communication skills are a must as this position will require professional communication to IDG sales executives as well as customers. Experience in online ad traffic or lead-generation programs is strongly preferred. The successful candidate will be a detail-oriented, self-starter who thrives in a start-up like environment. ***Location: Framingham MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

VP of Sales (IDGC)

IDG Connect is seeking a dynamic sales leader to head up a small team of professionals dedicated to IDG's lead generation capabilities. The ideal candidate will have a strong track record of sales success and prior management experience. Deep knowledge of, and experience in lead generation sales is also required. Candidates should have

publishing experience with a particular focus on online sales and marketing as well as prior P&L management experience. The person in this position will be responsible for developing strong, collaborative relationships with the online sales leaders at all of IDG's publishing units to ensure that the market opportunities are consistently and effectively maximized. In addition, there will be direct selling responsibilities assigned to the VP.
Location: Framingham MA
Contact: Sara Scogalnd, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

Advertising Operations Coordinator (IDGE)

IDG Entertainment, the company behind GamePro Magazine and GamePro.com, is actively recruiting for a confident, detail-oriented, and ambitious person who is able to handle multiple tasks to fill our Ad Operations Coordinator position. The Ad Operations Coordinator is responsible for implementing, maintaining, and enhancing complex online advertising campaigns for our gaming and non-gaming clients. This position involves client and sales support as well as campaign project management, execution and reporting. 1-2 years related work experience with DART or other ad serving solutions preferred, but not required. Must be proficient with Excel and have a basic understanding of HTML. Please indicate Ad Ops Coordinator in the subject line when applying to this position. ***Location: San Francisco CA***
Contact: L. Hess, Fax: 415.974.7316, Phone: 415.978.3185, Email: jobs@gamepro.com

Sponsorship Account Manager (IFW)

InfoWorld is seeking an inside-sales representative to focus on selling conference sponsorships. Responsibilities include identifying new prospects within fast-growing IT markets, maintaining a database of prospects, communicating effectively with other InfoWorld sales reps, developing client relationships and closing sponsorship sales. Candidates must be "hungry", well organized and able to multi-task. We're looking for someone who can think "beyond the booth" and sell integrated media-rich opportunities that include online and print. The right person will possess a strong understanding of the enterprise IT market and be knowledgeable enough to find and cultivate common threads between our events and a prospect's needs. Candidates should possess a minimum of 5 years experience in events sales in the technology industry. Strong IT vendor knowledge and a proven track record of sales success required. The position is 95% over-the-phone inside sales; 5% face-to-face sales at competitive events as well as at client meetings. This position will report to the Vice President, Events. ***Location: San Francisco CA***
Contact: Job Opportunities, Fax: Email: jobopps@idg.com

Director, Business Development (IGC)

IDG Communications is seeking an experienced business development professional to seek out, and "vet" a wide range of business opportunities that will contribute to the growth goals of the company. This is an exciting unique opportunity to work directly with senior management to analyze and evaluate joint ventures, partnerships and acquisitions. The person in this position will be responsible for both responding to and initiating business development opportunities and will be expected to be capable of seeing a deal through from start to finish. We're seeking candidates with exceptional analysis skills and a proven track record of putting together innovative and profitable deals, preferably in the digital media space. Position can be located in either San Francisco or Framingham and reports to the SVP of Online. This is a new and unique position at IDG, providing an opportunity to have a hand in the future direction of the company. ***Location: Open***
Contact: Piper Sheer, Fax: 508-935-4600, Phone: 508-935-4791, Email: piper_sheer@idg.com

Recruitment Specialist – Contract (IGC)

IDG Communications is seeking a recruiting specialist for a contract assignment. In this position, you will work directly with the HR team to source, screen, interview and reference check candidates for a wide range of jobs. In addition, there will be involvement in other, HR-related projects. Candidates should have 2+ years of experience in a recruiting related role, strong attention to detail and excellent customer service skills. An interest in digital media is ideal! This assignment could last up to 3 months. ***Location: Framingham MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

Conference Marketing Coordinator (NWW)

The Network World Events Dept. is looking for an experienced marketing coordinator to support a number of critical initiatives within the department. The Conference Marketing Coordinator will be primarily responsible for: Campaign traffic management; Email copy editing, proofing, testing, scheduling and placement; Maintaining marketing performance reports for department; Marketing partnership sourcing, development and execution; Project management of 2 - 3 conference program books annually; HTML email and website design, editing, and updating; Supporting additional marketing initiatives as needed. The candidate must have a creative flair, be extremely well organized, detail-oriented and able to manage projects to deadline. Previous campaign management and/or marketing coordinator experience a must. HTML experience a plus. ***Location: Southborough MA***

Go to http://careers.idg.com to view all current job opportunities at IDG

Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Web Applications Developer (PCW)

We are seeking a talented problem-solver with 5 or more years' experience in web applications development to join our dev team working on PCWorld.com and the Macworld network of sites (Macworld.com, PlaylistMag.com, MacOSXHints.com, MacUser.com). Ours is a creative development environment, providing opportunities to explore new technologies while developing clever solutions to performance, integration, workflow, and UI problems. Candidates must have significant and demonstrable web applications development experience. Experience with Java EE, Oracle, XML, and XSLT is preferred, though strong consideration will also be given to those demonstrating varied and extensive experience in other server side development environments. This role will also require extensive work in client side technologies such as XHTML, CSS, and Javascript. The ideal candidate will be organized, be independent, have excellent communication skills, and have a strong desire to contribute in a team environment.
Location: San Francisco CA
Contact: Job Opportunities, Email: jobopps@idg.com

Marketing Specialist (PCW)

The Marketing Specialist will promote and enhance the awareness of PC World and Macworld through public relations and marketing communications. In this hybrid PR and marcom role, responsibilities will include writing press releases, disseminating information to the media, establishing good media relationships, setting up interviews and other PR-related tasks, as well as the coordination of marketing collateral, trade shows, events, awards programs, and other related projects. The ideal candidate will have four years of PR and/or marketing experience. Excellent verbal and written communication skills; marketing collateral, press release or newsletter writing experience; and PC proficiency, including Powerpoint, required. Familiarity with the technology industry and print/online publishing preferred. Some travel will be required. Send cover letter and resume to jobopps@idg.com. Please indicate "Marketing Specialist" in the subject line. ***Location: San Francisco CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Sponsorship Sales Manager (WEC)

IDG World Expo is seeking a creative, results-driven sales professional to join it's team. The Sponsorship Sales Manager will be responsible for building and maintaining relationships across IDG World Expo's event brands with the goals of initiating, developing and closing sponsorship and event marketing opportunities that address our clients' needs and strategic goals. Working in collaboration with exhibit sales managers, marketing staff and operations staff, the ideal candidate will develop and deliver custom packages that allow our clients to garner exposure through branding and networking at our events. Candidates should possess a minimum of 3-5 years of sponsorship sales experience, trade show sales experience, strong IT vendor knowledge and a proven track record of sales success. We are looking for a confident negotiator with the ability to manage multiple tasks, and to operate both independently and in collaboration with exhibit sales managers. Qualified candidates will posses experience handling a diverse client base including advertising agencies, have the ability to work creatively to devise innovative solutions to complex sales problems, and posses strong presentation skills, both verbally and by using PowerPoint. Candidates must also be detail oriented, focused on customer needs, and possess exceptional communication, analytical and organizational skills. This position involves 25-30% travel. ***Location: Framingham MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

What is the Apple Developer Connection?

The Apple Developer Connection (ADC) is a membership program that offers developers access to code, development tools, technical support and exclusive marketing programs such as Apple's Hot Deals on Apple's Web site. Apple also helps ADC members get their products distributed, either by software publishers or carried at the Apple retail stores.

ADC Go-To-Market Program result of cross-unit collaboration

The ADC Go-To-Market Program required collaboration by IDG business units that had not worked together much in the past, noted Macworld Associate Publisher **Paul Zampitella**. "Our goal was to create a single brand identity that we want the Mac community to see."

Mac Publishing, PC World and World Expo management — including PCW and Mac Publishing President/CEO **Jeff Edman** and VP/Publisher **Paul Carroll**, World Expo's Kent and Zampitella — developed the program in conjunction with Apple. Mac Publishing and World Expo sales staff. Assisting in the project were Sales Operations Coordinator **Allison Dwelley**, Sales Manager **Ron Moreau** and Sales Manager **Annie McKnight** — who created, sold and closed the contracts with the developer firms. Macworld and PC World staffers, including PCW's Online Marketing Specialist **Ben Veechai** and Ad Operations and Design Specialist **Kevin Barden** and Macworld's Production Director **Steve Spingola**, Prepress Manager **Tammy Gargus**, Online Ad Coordinator **Kenji Kawakami** and Sales Associate **Jessica Hemerly**, created and designed the print and online ads.

Marketing program

continued from page 1

"That starts with exhibiting to the largest gathering of Mac enthusiasts at Macworld Expo," he said. "And it continues with advertising their product and establishing a brand identity through print and online advertising with Macworld."

dealmac
XtremeMac
Macworld
ADC Developer Pavilion

Left: The ADC Developer Pavilion at Macworld Expo housed the 48 new exhibitors. Right: One of the pages in the special advertising section in Macworld for ADC Go-To-Market Program participants.

Mac Publishing and World Expo had the details of the program finalized before Apple's Worldwide Developers Conference in August. The result was the ADC Go-To-Market Program. Participating developer companies received booth space in the ADC Developers Pavilion located near the Apple pavilion at the show, an eighth-page ad in a special advertising section in the January, February and March issues of Macworld and a listing in the ADC Developer Showcase area of Macworld.com that will be online through this month. The developer companies that signed on included both start-up companies as well as major companies such as Intel, Hitachi Maxell and Landesk, Zampitella said. "The only restriction to participation was that they had to be ADC members, and they could not have exhibited at Macworld Expo in the past three years."

According to Zampitella, the program's three facets, sold individually, would have cost participating companies more than $34,000 each. Firms that signed up for the Go-To-Market Program spent just under $5,000 for the package.

He said Apple approached Mac Publishing and World Expo for this program because it needed both business units to offer something that neither group usually offers. "World Expo usually does not offer a turnkey booth/exhibit space. The cost to exhibit in a 10-by-10-foot space would be more than $5,000, and the developer would still need to create a booth and pay all the associated trade show costs. This makes exhibiting for start-up developers cost-prohibitive, especially if they're developing low-cost or shareware applications." By offering ADC participants ads in Macworld and on Macworld.com that all had the same appearance, it leveled the playing field and made it affordable.

MacPublishing and IDG World Expo were willing to put together this program without any subsidies from Apple because it delivered 48 new advertisers/exhibitors that they would not have received without this program. "Our goal is to convert the ADC participants into regular advertisers, both in the magazine and online, as well as exhibitors since they won't be able to do the program next year," Zampitella said.

World Expo sales managers sold the program to qualified ADC members and managed the contracts with Apple. Macworld and PC World staffers created the print ads, which first appeared in the January issue of Macworld, and had them approved by the participating firms and Apple by the end of October. Those staff members also created the product listings for Macworld.com and tracked the click-through results. Apple's role was to market the program to ADC members.

Zampitella called the Go-To-Market Program "a major success. The program also gave Macworld and World Expo a chance to start building relationships with key managers at Apple," he said. Additionally, firms that didn't qualify for the ADC program but were exhibiting at Macworld Expo were offered a print-only campaign of a quarter-page ad in three issues of Macworld for $4,500, which has added $70,000 to Mac Publishing's bottom line to date.

Zampitella attributed the program's success to each business unit feeling like it had an equal stake in the program. "Working with IDG World Expo was particularly satisfying," he said, "because we both represent the 'Macworld' brand, and to the exhibitor and advertisers we are the same brand even if we are separate business units."

Zampitella said the program will be repeated for next January's Macworld Expo with a target of 48 participants. "We are also working on a similar integrated advertising and exhibiting package for 'graduating' ADC members since this year's participants will not be able to sign up again next year."

For more information, contact Paul Zampitella at pzampitella@macworld.com.

noteworthy people

Promotions

Nesbitt

IDG Communications U.K. Research Executive **Paul Nesbitt** has been promoted to research manager. "Paul has taken IDG U.K.'s research capabilities forward significantly since he joined a year and a half ago and is an invaluable member of the team," said Marketing Director **Kate Price Thomas**. "His input on the database project has been instrumental in developing the plan that will enable IDG to build the biggest, most comprehensive database of U.K. IT professionals in the coming year. Paul will be taking responsibility for the database maintenance and development and will oversee the data entry team. This is in addition to his research responsibilities for all the brands and his plans to extend our research capabilities and our bespoke research service for clients." *paul_nesbitt@idg.co.uk*

New employees

ELIZABETH KENNY

Clain

IDG Connect has hired **John Clain** as a senior account manager. He was previously a partner with CG Partners and holds a B.A. in economics from the University of Massachusetts/Amherst. He enjoys playing basketball and the piano, recently finished composing a song and has "kept all [his] New Year's resolutions – so far." *john_clain@idg.com*

Director of Software **Aaron Valade** comes to CXO Media from his role as senior system administrator with Egenera. He earned a B.S. in computer science from MIT in Cambridge, Mass., and enjoys golf, snowboarding, basketball and cycling. *avalade@cwcxo.com*

IDG WORLD UPDATE

McGuire

Previously a human resources assistant with Science Applications International Corp., **Bridget McGuire** joins IDG as a benefits administrator. She holds a B.S. in education from the University of Delaware and an M.A. in teaching from Sacred Heart University in Bridgeport, Conn. Outside the office she enjoys arts and crafts and music. *bridget_mcguire@idg.com*

PETER SHORT

Gracey

Amber Gracey is the new customer service representative working with IDC Framingham's Insights groups. She was previously a marketing coordinator with Benjamin Martin Corp. and holds a B.S. in marketing from Bentley College in Waltham, Mass. Away from the office she enjoys running, volleyball and skiing. *agracey@idc.com*

PETER SHORT

Happe

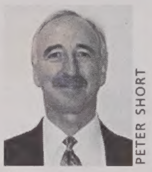
IDC Framingham has hired **Rachel Happe** as research manager, Digital Business Economy; she will be leading research on how Web 2.0 technologies influence traditional businesses. Rachel was previously director of product development with Bitpass and holds a B.A. in politics from Mount Holyoke College in South Hadley, Mass. Away from her desk she enjoys travel, sailing and hiking. *rhappe@idc.com*

IDG India has hired **Prajusha Raghavan** as a correspondent for Indian Channel World. She was previously the Mysore bureau coordinator with the English-language newspaper Vijay Times. She holds a degree in journalism from Mysore University and has a post-graduate diploma in journalism and mass communication from the Sri Sri Centre for Media Studies in Bangalore. In her free time she likes to read, listen to music and go for long walks. *prajusha_nr@idg.com*

BILL RIGBY

Doherty

Online Advertising Operations Coordinator **Dan Doherty** comes to Computerworld from his role in client services at SalesDriver/Carlson Marketing where he managed channel marketing and sales incentive Web sites. He earned a B.A. from Westfield (Mass.) State College in mass communications with a concentration in public/corporate communication. Away from the office he enjoys music, sports and playing the guitar. *daniel_doherty@computerworld.com*


PETER SHORT

Ross

Ken Ross is IDC's Health Industry Insights new senior account executive, coming from Forrester Research where he was an account executive. He graduated magna cum laude from Southern New Hampshire University in Manchester, N.H., with a B.S. in business management. Away from the office he enjoys construction, agriculture, architecture, sports and spending time with his family. *kross@idc.com*

PETER SHORT

Sannicandro

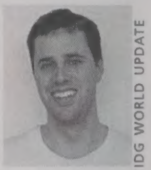
After 10 years as a contractor in the financial services industry, including Allmerica/Hanover, The Dodge Group and Dun & Bradstreet, **Donna Sannicandro** joins IDC Framingham as a project manager with the IT Planning group. She holds a B.A. in art history and English from Bucknell University in Lewisburg, Pa., and an M.B.A. from Babson College in Wellesley, Mass., with a concentration in management and accounting. In her spare time, she enjoys painting and yoga, volunteers at The Holy Family Shelter and pursues "various gardening and landscaping challenges, which are numerous in my yard." *dsannicandro@idc.com*

Returning employees

LD UPDATE

Snow

Once an online sales specialist at Computerworld, **Kathy Snow** returns to IDG as a sales associate with PC World, coming from her role as a marketing and operations specialist with Creative Services, Inc. She attended Boston's Northeastern University where she received a B.S. in business administration with a concentration in marketing. She enjoys golfing and running and has organized several teams for charity races. *kathy_snow@pcworld.com*


IDG WORLD UPDATE

Babb

Formerly a copy editor with GamePro magazine, **Pete Babb** is now an online assistant editor with InfoWorld. He holds a B.A. in English from the University of North Carolina/Greensboro and enjoys dj'ing, record collecting and producing music. "I recently put out my first record – yes, on vinyl!" he said. *pete_babb@infoworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28

Graham Penn *IDC Australia*

26

Karen Weston *IDC*

24

Franz Josef Heber *IDG Australia*
Andreas Foerth *IDG Germany*

21

Deb Goldstein *IDG List Services*

20

Paul Mercer *Network World*

19

Laura Sears Brady *IDG*
Eric Ochs *IDG France*
Carole Plana-Prigent *IDG France*

17

Amanda Patrick *IDG Australia*
Alvaro Morenes *IDG Spain*

15

Jacqueline DiBianca *Network World*

14

Colin Crawford *IDG Communications*
Kriemhilde Klippstaetter *IDG Germany*

13

Wim Gijse *IDG Netherlands*
Maria Freira *IDC Benelux*

12

Julie Boudreau *IDG*
Barbara Simon *IDG Australia*
Natalie Eisner *IDC*

11

Chris Fell *IDC Australia*
Kathleen LaPorte *IDC*
Christina Josefsson *IDG Sweden*
Claudia Cavalleri *Nuov@Periodici Italia*
Silvia Santi *Nuov@Periodici Italia*
Józef Muszynski *IDG Poland*

10

Pat Josefek *Network World*
Sandra Rogers *IDC*
Rafal Dudkin *IDG Germany*
Solange Fuchs *IDG France*
Jean Luc Gonzalez *IDG France*

9

Kate Zinn *Network World*
Arnold Diepenheim *IDG Netherlands*
Johan Moberg *IDG Sweden*
Thomas Højrup Petersen *IDG Denmark*
Jeff Coles *IT World Canada*
Christian Moeller *IDG Germany*
Laurence Combes *IDG France*
Carole Rimoux-Garrido *IDG France*

8

Katerina Reblova *IDG Czech*
Steffen Berchtold *IDG Germany*

7

Brad Nickerson *IDG*
Hannah Richardson *IDG Australia*
Mary Davis *IDC*
Torr Lewis *IDC*
Monique Gibelli *IDC*
Donald Jin *IDC*
Arthur Payne *IDG Sweden*
Katarina Sundwall-Pederson *IDG Sweden*
Emerson Gibin *IDC Brazil*
Evelien Wiggers *IDC Benelux*

6

Howard Dahdah *IDG Australia*
Kamil Pittner *IDG Czech*
Hana Kucerova *IDG Czech*
Javier Presa *IDG Spain*
Paul Edwards *IDC Canada*
Henriette von Wangenheim *IDG Germany*
Makie Okashiro *IDG Japan*
Toshiko Imabayashi *IDG Japan*
Jan Hein Bakkers *IDC Benelux*
Alejandra van de Roer *IDC Benelux*

5

Neal Silverman *Network World*
Nadia Cameron *IDG Australia*
David Zavadil *IDG Czech*
Sigrun Rueb *IDG Germany*

4

Yong Lee *IDC Korea*
Trinh Ma *IDC Vietnam*
Jordana Unger *IDG Australia*
Brian Corrigan *IDG Australia*
Mike Gee *IDG Australia*
Melinda-Carol Ballou *IDC*
Xin Zhang *IDG China*
Max Cooter *Techworld U.K.*

3

Sharon Tan *IDC Malaysia*
Katherine Chan *IDC Malaysia*
Kathleen McNamara *IDG Australia*
Todd White *IDC*
Jason Cunliffe *IDC*
Barry Rubenstein *IDC*
Efrain Lopez *IDC*
Sverker Brundin *IDG Sweden*
Fredrik Nylund *IDG Sweden*
Darren Xiao *IDG China*
Shane McGlynn *CIO U.K.*
Francesca Papapietro *Nuov@Periodici Italia*
Eleanor McMillan *IT World Canada*
Mimei Ito *IDC Japan*
James Buckley *IDG Global Solutions U.K.*
Arkadiusz Wojda *IDG Poland*

2

Sophie Lo *IDC Australia*
Shing Quah *IDC Australia*
Katinka Woodhouse *IDC Australia*
Lloyd Gilbert *IDC Australia*
Aaron Carter *IDG Australia*
Jennifer O'Brien *IDG Australia*
Samantha Saunders *IDG Australia*
Joseph Barkai *IDC*
Robert Welch *IDC*
Michael Witty *IDC*
Torgny Södrin *IDG Sweden*
Lidia Cendros *IDG Spain*
Sebastien Ruest *IDC Canada*
Bernadette Jochum *IDG Germany*
Kohei Yashiro *IDG Japan*
Jacquie Hendriks *IDC U.K.*

1

Renee Sinicki *IDG*
Shailini Verma *IDC Malaysia*
Celestine Tan *IDC Singapore*
Daniel Biro *IDG Australia*
Nicola Halpin *IDG Australia*
Rob Irwin *IDG Australia*
Kate Marsden *IDG Australia*
Patrik Khudhur *IDG Czech*
Helena Hajsterova *IDG Czech*
Martin Ödman *IDG Sweden*
Lars Jacobsen *IDG Denmark*
Rune Pedersen *IDG Denmark*
William McKnight *IT World Canada*
Yorifuji Yukiharu *IDC Japan*
Juan Jose Argibay Molina *IDC Argentina*
Henrique Hermont *IDC Brazil*
Jessica Larenas *IDC Mexico*
Gazmend Kllokoqi *IDC U.K.*

Any business unit may send anniversary information to world_update@idg.com.

One on one

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industry trends and events. IDC analysts are usually good about responding to media inquiries in a timely manner. Once a connection is established, IDC analysts are highly regarded for their industry knowledge and opinions, backed by IDC's unsurpassed market data. Many analysts use Internet search tools to keep track of where they have been mentioned in the media. IDC's public relations office also produces a monthly report on the company's worldwide media mentions. In terms of worldwide media mentions for IT market research companies, IDC ranked No. 1 with 17,469 worldwide mentions for calendar year 2006, compared with 15,412 for No. 2 Gartner, a 13% differential. WU

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

Question of the week

What type of business calendar do you rely on most?

Online (40%), wall (21%), desk (21%), mobile (6%), other (3%), combination of these (9%).

Log on to http://www.idgcentral.com to vote on this week's question: Was Microsoft wrong to attempt to hire an independent expert to edit Wikipedia articles?

celebrating 10!

Name
Michael Goldberg

Home
Natick, Mass.

Joined IDG
May 1995, senior writer, Computerworld

Career path since joining IDG
Computerworld: Senior Writer; Technical Sections, Assistant Editor; Assistant News Editor; News Editor
CIO Magazine: Senior Editor, Executive Editor
CSO Magazine: Managing Editor

Current title
Managing Editor at CSO Magazine. I work with writers, editors and designers to publish CSO Magazine and with CXO Media's Web team to create content for CSOonline.com. I edit lots of stories and report and write pieces for both print and online.

Most challenging part of your job
Figuring out how to translate the quality of what we do into new media formats.

Best part of your job
Working with the best writers, editors and designers in B2B media.

What's kept you at IDG for 10 years?
The chance to grow and learn, again and again.

Best compliment you've ever received on your work?
You make others' work better.

One thing you've learned during your tenure at IDG
When you see an opportunity to make something positive happen, go make it happen.

Interests outside the office
A short story contest that I run at The Center for Arts in Natick. Playing on an over-40 soccer team. A novel-in-progress set in Budapest.

Family
My wife Carol and I have two sons, Max, 7, and Jonathan, 5.

Favorite non-IDG Web site
Autism Bulletin, www.autismbulletin.blogspot.com, my news and information site for parents of kids with autism spectrum disorders.

What's currently in your music player?
"Laughter Through Tears" by Oi Va Voi, plus lots of R.E.M. and Elvis Costello.

Five people — living or dead — you'd invite to a dinner party?
Ernest Hemingway, Robert F. Kennedy, Albert Einstein, Raoul Wallenberg and Martin Luther King Jr.

*IDG Chairman **Pat McGovern** (r) escorted CXO Media's **Michael Goldberg** to dinner at Boston's Four Seasons Hotel in honor of his 10 years of service to IDG.*

What book is on your bedside table?
"Speaking With The Angel," a story collection edited by Nick Hornby; "The Battle for Budapest," by Krisztian Ungvary; and "A Year in the Life of William Shakespeare," by James Shapiro.

What skill do you wish you had?
Public speaking. But I'm working on it.

Dream destination
Taking my wife to Budapest, Hungary.

As a child, what did you want to be when you grew up?
A hockey player on Bobby Orr's team and a doctor, in that order.

Favorite vacation spot?
Cape Cod.

Your idea of a perfect day alone?
A day in a great walking city that has several bookstores and museums.

Favorite celebrity encounter
I recently met Doug Flutie, a sports commentator and former professional football quarterback, at our 25th high school reunion. Nice guy.

Manager's profile
"As an editor, Michael is both talented and focused, and he always energizes the group with his "let's go get 'em" attitude (a phrase we believe he may have trademarked). In the past year-plus he has contributed enormously to the 'webification' of our editorial team. He is also an extraordinarily genuine person. IDG and CXO are lucky to have him."

—Derek Slater, editor-in-chief, CSO Magazine

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG publishes more than 300 magazines and newspapers in 85 countries including *CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World,* and *PC World.* IDG's online network includes more than 450 Web sites. IDG's lead generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

IDG World Update

12 FEBRUARY 2007
VOLUME 37, NUMBER 4

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Power of users to influence technology on display at DEMO

Ease-of-use, reliability, Web-like experiences in demand by savvy users

For entrepreneurs, investors, business leaders and the media, the place to learn about the current state of the IT industry is DEMO. Nearly 700 people came to Palm Desert, Calif., Jan. 30-Feb. 1 for DEMO 07, produced by Network World Events and Executive Forums, to meet the latest crop of entrepreneurs and products vetted by DEMO Executive Producer Chris Shipley.

Shipley said the overall trend of this, the 17th, edition of DEMO, was 'the empowered individual.' As she noted in her keynote address, "No matter if for business value or personal entertainment, individuals have tremendous power to choose which technologies we use and how we use them. This people-centric focus is obvious in areas like consumer Internet sites or mobile devices and applications. It's no longer enough to post a photo, comment on a blog post or add tags to a social taxonomy. As creating consumers, we ask, 'What's next? How can I do more?' So we seek out sites that leverage our individual creativity and influence."

ROB LEE

The DEMO pavillion was the place to meet, greet and learn more about cutting-edge products.

She said these empowered individuals — buying their own mobile phones, laptop computers and a range of other products — are influencing all aspects of the enterprise market and the applications that are adopted. "They are demanding performance, ease of use, reliability and Web-like experi-

continued on page 4

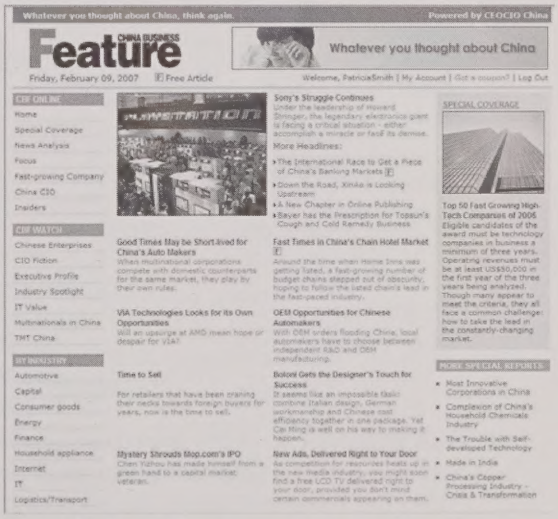
CEOCIO China's English-language site draws wide audience

Site provides visitors in U.S., Europe with local perspective on business scene

Not content with simply having what is generally regarded as the best and most influential high-end business magazine in China, the staff of CEOCIO China created an English-language online version of the publication last June. The site, China Business Feature (CBF) (http://www.cbfeature.com), targets executives within China and around the world and aims to provide a local view of the country's business trends, enterprises and business people.

According to Online Operations Director **Feng Hua**, there are few English-language business sites that include in-depth reports focused on China's enterprises and market. "The main difference between our site and the others is that we have a dedicated team of CEOCIO China editors and reporters as well as professional analysts who are good journalists and are very familiar with the Chinese business environment," he said. "We talk to top managers to

continued on page 5


Whatever you thought about China, think again.
Powered by CEOCIO China

CHINA BUSINESS Feature

Whatever you thought about China

Friday, February 09, 2007 Free Article

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Finance
Household appliance
Internet
IT
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Sony's Struggle Continues
Under the leadership of Howard Stringer, the legendary electronics giant is facing a critical situation - either accomplish a miracle or face its demise.

More Headlines:
- The International Race to Get a Piece of China's Banking Markets
- Down the Road, Xinke is Looking Upstream
- A New Chapter in Online Publishing
- Bayer has the Prescription for Topsun's Cough and Cold Remedy Business

Good Times May be Short-lived for China's Auto Makers
When multinational corporations compete with domestic counterparts for the same market, they play by their own rules.

Fast Times in China's Chain Hotel Market
Around the time when Home Inns was getting listed, a fast-growing number of budget chains stepped out of obscurity, hoping to follow the listed chain's lead in the fast-paced industry.

VIA Technologies Looks for its Own Opportunities
Will an upsurge at AMD mean hope or despair for VIA?

OEM Opportunities for Chinese Automakers
With OEM orders flooding China, local automakers have to choose between independent R&D and OEM manufacturing.

Time to Sell
For retailers that have been craning their necks towards foreign buyers for years, now is the time to sell.

Boloni Gets the Designer's Touch for Success
It seems like an impossible task: combine Italian design, German workmanship and Chinese cost efficiency together in one package. Yet Cai Ming is well on his way to making it happen.

Mystery Shrouds Mop.com's IPO
Chen Yizhou has made himself from a green hand to a capital market veteran.

New Ads, Delivered Right to Your Door
As competition for resources heats up in the new media industry, you might soon find a free LCD TV delivered right to your door, provided you don't mind certain commercials appearing on them.

SPECIAL COVERAGE
Top 50 Fast Growing High-Tech Companies of 2006
Eligible candidates of the award must be technology companies in business a minimum of three years. Operating revenues must be at least US$50,000 in the first year of the three years being analyzed. Though many appear to meet the criteria, they all face a common challenge: how to take the lead in the constantly-changing market.

MORE SPECIAL REPORTS
- Most Innovative Corporations in China
- Complexion of China's Household Chemicals Industry
- The Trouble with Self-developed Technology
- Made in India
- China's Copper Processing Industry - Crisis & Transformation

About 60% of China Business Feature readers are located outside China. The site draws about 100,000 page views daily.

New on IDG Central

December publication profit margin report

Writing Workshop: A new Daily Grammar Tips series begins today, "Metaphor Mayhem."

If you need a login for IDG Central, you may use the link on the home page at http://www.idg.com to request one.

Inside this issue

Indian publishing partner customizes IDG employee calendar for clients *page 2*

Finnish partner's deal to supply content to Microsoft site boosts traffic *page 2*

One on one: Kellie Parker, online community manager for PC World and Mac Publishing *page 3*

IDG holds first SME conference and expo in Vietnam *page 5*

Celebrating 10: China Computerworld's Dong Kaihong *page 8*

in brief newsworthy

Indian publishing partner customizes IDG employee calendar for clients

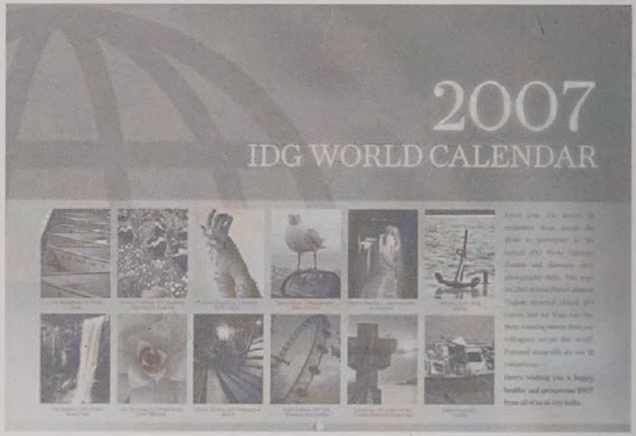
As a way to impress constituents with its parent company's global scope, IDG India customized the 2007 IDG Employee Photo Calendar and delivered it as a gift to 1,500 clients, PR and advertising agencies, vendors, suppliers and high-level industry contacts.

COO **Louis D'Mello** said he was intrigued by last year's calendar — the first he had seen since he joined IDG India as one of its first employees in 2005 — and wanted to use it to his business unit's advantage.

"Most company calendars that we receive at the beginning of the new year have little or no relation to the company giving it out," he said. "Because of the involvement of IDG employees, our calendars stand out distinctly and have a personal touch, which customers very much appreciated."

D'Mello asked the IDG World Update editors, who oversee the calendar production, if his staff could use the electronic files to create their own version of the calendar. After the calendar's outside designer posted the files to an FTP site in late December, the IDG India team downloaded the files and spent four days on a redesign.

The calendar is the same shape and size as the original and uses the same heavy-weight glossy paper, but it is rebranded with the IDG Media Private name (IDG India's formal name) and the location of its three offices on the back. The cover features the runner up photos and a brief explanation of how the calendar was created. The inside cover and first page feature portions of the IDG Media Kit brochure touting IDG's global products. The monthly pages are the same as the original calendar except for a smaller number of holiday listings corresponding to those celebrated in India and a teaser at the bottom of each month promoting an IDG India event or editorial calendar theme.



Customizing the calendar took about a week and cost IDG India about $1,500. Customers appreciated the "personal touch."

Printing took three days and cost approximately $1,500. The calendars were primarily couriered to recipients with a personal note from IDG India managers, although some were hand-delivered during visits and sales calls.

IDG India Assistant Manager/Marketing **Siddharth Singh**, who coordinated the project in Bangalore, said feedback has been very positive. "One of our contacts from IBM said he was fascinated by the idea of having so many employees contribute, and the fact that amateur photographers provided such high-quality images was very impressive."

Write to siddharth_singh@idgindia.com.

Customize your own calendar

Any business unit may use the electronic files from this year's or next year's IDG Photo Calendar to create their own calendar. In 1996 Network World adapted the calendar for its 10th anniversary, and IDG Bulgaria has also produced a customized calendar for clients.

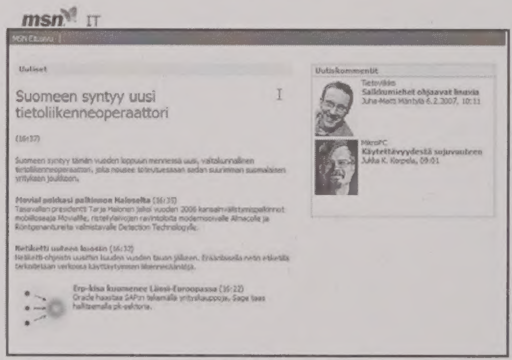
IDG Photo Calendar files are created on a Mac in QuarkXPress and can be posted on an FTP site or provided on disks. Business units are responsible for arranging for their own production and printing and assuming all related costs. Contact the IDG World Update editors at world_update@idg.com.

Finnish partner's deal to supply content to Microsoft site boosts traffic

Visitors to Finland's most popular Web site — the local Microsoft portal, MSN.fi — will soon be reading content supplied by IDG's longtime publishing partner in the local market, Talentum Media Oy. Under terms of the new one-year agreement, two Talentum titles — Tietoviikko (Computerworld) and MikroPC (PC World) — will supply a steady stream of news and commentary to the Microsoft site on a daily basis.

Approximately 1.4 million visitors log on to the MSN.fi site each week, according to GallupTNS. The agreement is expected to give Talentum access to new audiences and a minimum of 25,000 new unique users to its own sites (once a user clicks on a Talentum story on the Microsoft site, he will be directed back to the Tietoviikko or the MikroPC site.).

Prior to this new agreement, Tietoviikko and MikroPC were each logging approximately 35,000 unique users per week, according to **Antti Oksanen**, editor-in-chief and IDG country liaison. Just weeks after Talentum began supplying content to MSN.fi, however,



Suomeen syntyy uusi tietoliikenneoperaattori

Talentum is supplying content from its Computerworld and PC World titles to Finland's most popular web site, MSN.fi. Traffic on its own sites has jumped as a result.

Tietoviikko has attracted some 50,000 unique visitors for two weeks in a row, Oksanen said.

"We are especially happy about the opportunity to extend Tietoviikko's relatively new Knowledge Center content to a wider audience," Oksanen said. Tietoviikko currently offers five Knowledge Centers: Security, SMB, Infrastructure (basic hardware and software platforms), Telecom and Mobility and Applications.

For more information, contact Antti Oksanen at antti.oksanen@talentum.fi.

the interview

one on one

Kellie Parker

The online community manager for PC World and Mac Publishing is this week's columnist. Reach her at kellie_parker@pcworld.com.

Kellie Parker joined IDG in March of 2006. Prior to joining IDG, she was senior producer and community manager for Liveworld, Inc., an agency that builds branded communities for some of the Web's biggest names. In addition to setting up and maintaining communities, Parker also has extensive experience in live Web chats and webinars. Some of her past clients include HBO, eBay, A&E, Discovery Channel, Slim-Fast, AOL and Gatorade.

Q What are your responsibilities as an online community manager?

A I am responsible for all user-to-user communications on the Macworld and PC World sites and some user-to-company communication. My main duty is to oversee the message boards on both sites, from selecting the right platform to forming the community standards, being a host on the forums and making sure everyone follows community rules. I also oversee user reviews of products, blog comments, and I write a weekly column and newsletter for PC World to highlight active discussions in that community.

Q Why do people want to be part of an online community?

A There are a few reasons that people join communities, and it varies depending on the person and the type of community. For example, people join communities like LinkedIn for different reasons than they join communities centered on their favorite TV show. But mainly, people join because they are seeing friendship, a sense of belonging, a feeling of acceptance, a need for purpose or self-worth, a need for praise and recognition and/or a need for popularity. They're the same reasons that people join in-person groups: to meet people with similar interests and to discuss those interests.

Q Describe the Forums sections of Macworld's online sites. How have they grown?

A Macworld's community has been around for nearly six years, and it's a vibrant place for discussion and technical troubleshooting. On any given day, you are likely to find a heated debate on 802.11n activation, advice on which computer is best for particular needs and a discussion of the best games for the Mac platform. Since Macworld Expo there's been a ton of discussion about the iPhone. The Macworld community, like most communities, has a small group of very dedicated users with thousands of posts each, a larger group of more casual users and a long tail of people who come once, get their question answered and don't return. We are seeing more new members who are new to the Mac platform or thinking about switching to the Mac. An influx of "newbies" can sometimes create rifts in a community, but the Macworld community have only encouraged and embraced these members.

Q How has the recently revamped PCWorld.com incorporated more user-driven content?

A Before PCWorld.com re-launched, the only user-contributed content on the site was blog comments. The new PCWorld.com includes discussion forums, user product reviews and maintains the blog comments that were available previously. There is now a comment thread attached to each news article and column for members to discuss and leave their feedback on that issue or content. There is also a larger focus on community in general on the site. A section of our home page is dedicated to "recent discussions," with displays of truncated versions of the two most recent forum comments. This "recent discussions" module is also located on other pages of the site and targeted to the content for that particular page. For example, the module on the home page shows comments from anywhere in the forums, but if you look at the module on the Windows page, you'll only see comments from the Windows forum. This increases the chance that a user will be interested in the discussion and hopefully click on it to add a comment. Another way that the new PCWorld.com incorporates user content is my weekly column and newsletter called Community Scoop. Each week, I select three active discussions in the PC World community and highlight four comments from each. I include the member's user name that made the comment along with the comment itself, to help meet our members' desire for fame and recognition. I also include a poll question and six product reviews that were posted in the previous week.

Q Are there certain topics/issues that are more popular with online communities or do they run the gamut?

A On both forums, the majority of the content is troubleshooting Q&A. Someone will post a question or a problem they are having, and others will post possible solutions. However, there are also a lot of conversations happening around news stories that we post, feedback on the Web site and magazine and ideas for future stories. We also have a "general talk" area on the PC World forum for members to get to know each other better and discuss whatever they'd like. This is an important area for people to build relationships and personal attachments to each other, because this is where you find out who likes the same kind of music as you and who has all the good YouTube links.

Q How much interaction do the editors at PCW/MW have with participants, and do you have a role in facilitating that?

A Many of the Macworld editors participate regu-

continued on page 7

> *"Having these [forum] guidelines protects your brand and helps moderators interpret individual situations and apply the rules fairly to everyone."*

New IDG Central blog: Community Gardening

Read Kellie Parker's blog on community issues at http://www.idgcentral.com.

DEMO

continued from page 1

ROB LEE

*Network World's DEMO included (l-r): Event Planner **Christina Spano**; Event Planner **Caroline Keogh**; Director of Marketing and Audience Development, Events, **Debra Becker**; Senior Marketing Manager, Events, **Sara Nieburg**; Event Registrar and Customer Service Manager **Cassandra Valentine**; Director of Operations **Dale Fisher**; and Event Coordinator **Jackie DiPerna**.*

ences with enterprise data. Even where the buying decision is held deep in an IT organization, those decisions are greatly influenced by the need to serve a savvy end-user base," she said.

Shipley and her team sorted through about 300 products to select the 68 chosen to be introduced at DEMO. Her selection criteria, which she established in 1998, are as follows:

- The technology or product cannot have been seen publicly yet; its launch must happen at DEMO.
- Each product's team must be capable of successfully bringing the product to market.
- The technology must make a significant contribution to the state of the art in its target market.

DEMO 07 had one underwriter (IronPort), seven sponsors (including Seagate and Symantec), and 16 media and marketing partner organizations. "Sponsors attend to meet with members of the DEMO audience, particularly with media and business development executives," said Network World Senior Director of National Sales, Events & Executive Forums, **Andrea D'Amato**. "They also attend to be affiliated with DEMO's great reputation in the tech industry. One of this year's sponsors, Sun Microsystems, was particularly interested in learning about the demonstrators and their uses of the Java programming language in product development."

There were nearly 70 reporters at the event from national business publications including Fortune, Forbes, BusinessWeek, The Wall Street Journal, USA Today and Wired; and technology publications such as PC Magazine and InformationWeek and IDG's InfoWorld, Computerworld, Network World and PC World. There were also a handful of international reporters present from Les Echos (France), Nihon Keizai Shimbun (Japan), Intelligence Times (Taiwan) and Germany's Financial Times and Wirtschaftswoche.

DEMO producers repeated last year's popular closing night panel of business journalists discussing the show's industry trends, products and future directions. The Wall Street Journal's Walt Mossberg moderated the panel and was joined by Larry Magid of CBS News, Quentin Hardy of Forbes and Letitia Mailhes of Les Echos to discuss social networking, the drawbacks of the current mobile phone user interface and the rise in user-generated content. "It's the job of the panel to address technology innovation through the eyes of the average consumer, rather than the technology experts that generally make up the DEMO audience,"said **Neal Silverman,** executive VP, Events & Executive Forums.

Many in the DEMO audience are return customers. "Attendees come back year after year because they see the value in learning about the latest crop of compelling technology in a professional, but relaxed, setting," said **Mike Garity**, senior director, marketing and business development, Events & Executive Forums. "They know that DEMO will be a first-class event that will meet their professional needs."

However, he continued, there are always new people to reach, which is why DEMO has an aggressive marketing strategy. This year, DEMO producers incorporated a number of new initiatives, including blog advertising that helped keep the message of DEMO alive throughout the marketing cycle. "Another tool we found useful was actually from a DEMO 2007 demonstrator, zoominfo, which provides a unique search algorithm that allowed us to source new lists of targeted names to add to our database," he said. "Overall, these and several other new initiatives helped us exceed our revenue targets for the show." (To see aggregated DEMO blog posts go to http://www.demo.com/conferences/demo07/livefeed.php.)

DEMO does not run itself, however. Behind and in front of the scenes Silverman led the DEMO team, while D'Amato and her sales team secured the sponsor support. Garity worked with Senior Marketing Manager, Events **Sara Nieburg** on audience development. As director of operations, **Dale Fisher** managed all onsite logistics with Event Planners Christina Spano and **Caroline Keogh**, as well as event coordinator **Jackie DiPerna**, who handled all the Demonstrator pavilion needs. **Cassandra Valentine** was event registrar and customer service manager.

DEMOfall 07 will be held Sept. 24-26 at the Sheraton San Diego Hotel and Marina in San Diego. For more information on DEMO 07 and its demonstrators, including video footage from the conference, go to http://www.demo.com or contact Mike Garity at mgarity@nww.com.

New products on display

Companies at DEMO have only six minutes to present their product and explain its value (no PowerPoint presentations are permitted). Among the products demonstrated this year were:

- BooRah's search and summarization service, which sorts through reviews, blogs and other pieces of social content about local businesses to generate concise 'Zagat-like' summaries, detailed ratings and best-of lists.
- ZINK Imaging's iPod-size color pocket printer for a digital camera or camera phone.
- SharedBook's on-demand reverse-publishing platform allows users to extract data and content from multiple sources (online photo albums, instant messages, blogs, etc.), manipulate it and then distribute it online or off.
- Total Immersion's D'Fusion enables real-time integration of interactive 3D graphics into live video flows, blurring the line between the virtual and the real world.

For a complete list of firms that presented products at DEMO 07 and those chosen by DEMO Producer Chris Shipley as DEMOgods for best presentations go to http://www.demo.com.

IDG

February 12, 2007

Marketing Research Analyst (IGC)

IDG Research Services is seeking a marketing research analyst to be part of a small, fast-paced, collaborative team. The marketing research analyst will provide support for the team in survey design, execution, analysis and reporting of results from a diverse range of research studies in the media and technology industries. The position will also include shared responsibility for syndicated research analysis and programming surveys for deployment on the Web. The ability to manage a large number of priorities simultaneously is required. The successful candidate will have a basic understanding of statistical methods, demonstrated proficiency in analyzing data and producing output using SPSS, strong analytical ability, excellent writing skills, and attention to detail. Qualifying candidates will possess a BA/BS and several years of related research experience. Candidates must be proficient in PowerPoint and have the ability to work independently with a certain degree of creativity. Familiarity with Perseus or SPSS survey software or similar survey programming environment a plus. Knowledge of the technology industry helpful. ***Location: Framingham MA***
Contact: B. Ramistella, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

Sales Media Assistant (NWW)

Network World is seeking an experienced Sales Media Assistant who enjoys a fast paced environment and a variety of assignments. In this position you will assist with fulfillment of all online and print media advertising as well as day-to-day administrative support. Candidates will utilize their superior time management, organization, and communication skills to develop ongoing relationships with our sales team and clients. Specific duties will include, tracking start and end dates for all online and print media campaigns, manage the optimization of media plans, develop and present tracking reports and analysis, and monitor online and print inventory for Sales Representatives. Excellent verbal and written communication skills, strong time management, organization, skills a must. Knowledge of MS Office, a strong attention to detail, and the ability to multi-task required. A minimum of 2 years of online media planning and negotiating experience a plus. ***Location: Paramus NJ***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

How to access CBF

Readers who visit China Business Feature and want to access more content than what's available for free must first register at the site and then choose a subscription package.

For $99 for a full year or $69 for six months, subscribers have full access to all articles, access to the CBF feature archive, and discounts or passes to various training programs, business conferences, seminars or exhibitions organized or co-hosted by CBF, CEOCIO China and partner companies. Subscribers also receive a print version of CBF published several times a year that includes selected articles from the Web site.

Registered users who don't subscribe to either of those options can select a $29 package that enables them to buy premium articles that each have their own cost, usually about $4. Those who choose this package currently receive an additional $50 in credits that they can use to pay for articles.

China Business Feature

continued from page 1

learn their ideas and to find out what motivates them. Our stories are focused on being practical and compelling."

CBF's editorial content is 30% original content and the rest is selected translated articles from CEOCIO China. Feng said all of the CEOCIO articles are revised to be more relevant to people who are not necessarily familiar with the Chinese business scene. Among the changes: background information about the companies being profiled is pulled into sidebars.

Feature stories are added daily, and currently the site draws 100,000 page views and 1,300 unique visitors a day. Readers come from 90 countries. About 40% of readers come from major cities in China, and U.S. readers account for about another 25%. Most of the rest come from Western Europe.

When the site launched last year, users could register at no cost and gain free access to every article. In October, CBF adopted a three-tiered paid model (see sidebar for details). Non-registered users can view a limited number of full articles for free and short summaries of the main articles.

CBF includes 15 main categories of articles by industry, including Automotive, Consumer Goods, Energy, Management, Retail and Telecom. There are also designated categories for profiles about CIOs, fast-growing companies, insiders, special coverage subjects and news analysis.

Advertiser support continues to build and currently includes IBM, Intel, HP and Lenovo, among others.

CBF is planning to launch a special forum for all registered users to exchange ideas and comment on articles and the site as a whole.

CBF is produced by China Computerworld Publishing and Servicing Co., which also publishes China Computerworld, PC World China and China Network World, among other properties.

Write to fenghua@ceoio.com.cn. WU

IDG holds first SME conference/expo in Vietnam

Last month IDG Vietnam & Indochina organized its first event for the small- to- medium-enterprise (SME) market. The two-day Vietnam ICT for SME Conference/Expo in Ho Chi Minh City provided information that will help SMEs adopt modern IT systems and solutions to reduce costs and save time as Vietnam faces increased global competition now that it is a member of the World Trade Organization.

Some 80% of Vietnamese enterprises are SMEs. According to the Ho Chi Minh City Post and Telematics Department, which co-organized the event with IDG, in 2005 just 1.1% of enterprises used enterprise resource planning software to ensure IT efficiency.

Six hundred IT managers, directors and executives attended the seminar, which focused on policies and laws on e-commerce and commercial IT infrastructure and examples of successful IT applications. The speakers included representatives from companies such as HP and Intel, government ministers and IDC Research Vice President/Worldwide Storage Systems Research **Robert Gray**.

More than 1,000 visitors to the expo viewed software products from 22 exhibitors such as Acer, HP, Linksys and Checkpoint; Intel and FPT signed on as sponsors. Admission to the conference and expo was free.

IDG Vietnam & Indochina will organize 14 events in this calendar year, including two in Cambodia and Laos. In addition to the events business, the company manages ad sales for Saigon Computerworld, which is published by an IDG partner, Saigon Time Group. Another IDG partner, the Ho Chi Minh City Department for Sciences & Technology, has published PC World Vietnam since 1992.

Write to Regional Sales Director Truong Van Anh at anh_truong@idg.com.vn or go to http://www.idg.com.vn. WU

Among the people involved in IDG's first Vietnam ICT for SME Conference/Expo were (l-r): Le Manh Ha, director, HCMC Department of Posts and Telematics; ***Hiep Do****, senior associate, IDG Ventures;* ***Robert Gray****, speaker, Research Vice President, IDC U.S.; H.E. Vu Duc Dam, vice minister, Ministry of Post and Telematics; Philip Lee, speaker, HP; Tuan Nguyen, manager, R&D division, HCMC Department of Posts and Telematics; Nghia Tran, speaker, FPT;* ***Tam Le****, managing director, IDG Vietnam & Indochina;* ***Linh Nguyen****, senior event manager, IDG Vietnam & Indochina.*

noteworthy people

New employees

IDG India has hired **Rishi Kapoor** as sales manager. He was previously an account manager with Monster.com. He earned a B.S. in commerce from Banaras Hindu University in Varanasi and an M.B.A. from the International Management Institute in Belgium. In his spare time he enjoys music and time spent with friends. *rishi_kapoor@idgindia.com*

New at IDC China is **Serena Shang**, IT Spending senior analyst. She was previously senior research analyst with Westlake International Group Beijing; she has also been a research analyst with Enterprise Ireland and a software engineer in the CIMS center of Tsinghua University. She holds an M.A. in industrial engineering from the National University of Ireland and a B.A. in computer science from the Beijing Institute of Technology. She enjoys travel, writing, photography and playing tennis. *sshang@idc.com*

McDonald

PETER SHORT

Maggie McDonald is a new program director with IDC Framingham's conference group; she was previously a project director with Informa Marketing Solutions. She holds a B.S. in social work from Concordia College in Bronxville, N.Y. Away from the office she enjoys spending time with her husband and two children, preferably on Cape Cod. *mmcdonald@idc.com*

InfoWorld has hired **Shari Acharya** as a marketing coordinator; she was previously a marketing assistant with San Francisco's Yerba Buena Center for the Arts. She earned an M.A. in industrial arts from San Francisco State University and enjoys aerobics and yoga in her free time. *sacharya@infoworld.com*

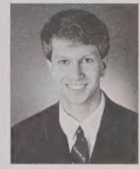
IDC Australia has hired **Alison Mee** as an events manager, a title she held at her previous employer, the South Sydney Rabbitohs Rugby League Football Club. She holds a B.S. in philosophy from the Milltown Institute in Dublin, Ireland, and enjoys house renovating, exercising and cooking and eating good food. *amee@idc.com*

Irene van Gils is IDG Netherlands' new video editor; she was previously an Internet project coordinator with Hoek & Sonepouse. She enjoys running, sailing, games, dancing and going to the theater. *vangils@idg.nl*

Debashis Tarafdar joins the Manufacturing Insights group at IDC Singapore as senior research manager. Previously with Singapore Computer Systems, Ltd., he has a B.S. in mechanical engineering from the Indian Institute of Technology, as well as an M.A. in business management. A father of two, he also enjoys photography, videography, badminton and table tennis. *dtarafdar@idc.com*

Toxopeus

IDG Netherlands has hired **Camiel Toxopeus** as an account manager for Tips & Trucs and Computer! Totaal. He previously worked as a software and small hardware buyer for Office Centre/Staples and enjoys football, movies and spending time with his two children, Melle and Sam. *ctoxopeus@idg.nl*


Gagne

Ken Gagne is Computerworld's new associate editor, community content. He was previously a teacher of 11th grade tech writing and film studies at the Massachusetts Academy of Math and Science at the Worcester Polytechnic Institute, from which he holds a B.S. in technical, scientific and professional communications and humanities. He performs in local community theater, can be seen as an extra in the films "Disc," "Fever Pitch" and "The Game Plan," runs the entertainment blogs Showbits.net and Gamebits.net and is the editor-in-chief of "Juiced GS," a quarterly publication on the Apple II computer. He will also be participating in the MS Challenge Walk and a 31-mile bicycle ride for diabetes later this year. *ken_gagne@computerworld.com*

Transfers

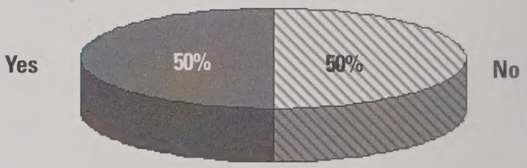
Previously a market analyst on a contract basis with IDC Framingham's Server team, **Dhaval Gupta** takes that title to a full-time position with IDC Singapore covering the Asia/Pacific enterprise server market. He holds a B.S. with honors in economics and the languages and cultures of Asia from the University of Wisconsin/Madison and enjoys traveling, crossword puzzles, cricket and politics. *dgupta@idc.com*

Also making the move to IDC Singapore's Enterprise Server group is Market Analyst **Mujin Kang**, coming from IDC New Zealand where he tracked the PC and monitor markets. He holds a B.S. in management studies with a focus on marketing and information systems from New Zealand's University of Waikato, as well as a postgraduate diploma in marketing and market research. His interests include basketball, swimming, golf and soccer. *mkang@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the Week for Feb. 5

Was Microsoft wrong to attempt to hire an independent expert to edit Wikipedia entries?



Log on to www.idgcentral.com to vote on this week's question: Do you think frequent cell phone use can affect your health?

World Update PDF option

IDG employees can receive IDG World Update as a low-res PDF file via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the IDG World Update section of IDG Central (http://www.idgcentral.com).

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

32
Richard Priante *Network World*

25
Renee Pierce *IDG*

22
Donald Young *IDG World Expo*

20
Claudette Sears
IDG Research Services
Nina Mattsoff *IDG Sweden*
Olga Fernandez *IDG Spain*

18
Ken Fuller *IDG*
Amy Hanania *IDG*
Miriam Karlin *IDG*

17
Lillian Richard *IDG*

13
Cathy Garland *IDG*
Jennifer Koppy *IDC*

12
Robert Gleason *IDG*
Karin Myrén *IDG Sweden*
Gina Rowles
IDG Global Solutions U.K.

11
Frank Coelho *Network World*
Oscar Garcia *IDG Spain*

10
Jerry van Ommeren
IDC Benelux

9
Peter Bradley
IDG Global Solutions U.K.

8
Carina Mineur *IDG Sweden*
Joerg Breit *IDG Germany*
Iseult Bottoni *IDC U.K.*
Karim Bahloul *IDC France*

7
David Reinsel *IDC*
John Humphreys *IDC*
Andreas Hedberg *IDG Sweden*

6
Hara Aronson
IDG International Pub. Svcs.
Joe Pierce *IDG Connect*
Régis Desprez *IDG France*
Kimberly Healy *IDC*
James McNamara *IDC*
Ann Marie Demers *IDC*
Klara Grivans *IDG Sweden*
Ryo Okawa *IDG Japan*
Fredy Haag *IDG Switzerland*

4
Grant Gross *IDG News Service*
Fabrice Alessi *IDG France*
Daniel Boehmke *IDC*
Anne Stevenson *IDC*

3
Susanna Hinds
IDG Corporate Communications
China Martens
IDG News Service
Aurélie Chandeze *IDG France*
Linda Leung *Network World*
Edward Kozaryn *IDG*
Joan Jolley *IDC*
Denis Freitas *IDG Brazil*
Luiz Faloppa *IDG Brazil*
Søren Queitsch *IDG Denmark*
Christian Helmiss
IDG Germany

2
Jo Ben-Atar
IDG Global Solutions
Gary Crandall *IDG*
Kevin Ford *IDG*
Samuel Walker *IDG*
Vincent Delfau *IDG France*
Conrad Chang *IDC Australia*
Christina Yuen *IDC Hong Kong*
Joanne Koh *IDC Singapore*
Mindy Droogan
IDG List Services
Amy Catalogna *IDC*
Holly Brown *IDC*
John Kinsey *IDC*
Richard Murphy *IDC*
Michael Snider *IDC*
Brian Eaton *IT World Canada*
Koji Saito *IDG Japan*

1
Colleen Boucher *IDG*
Kirsten Fournier
IDG Research Services
Paul Kent *IDG World Expo*
Patricia Lucy *IDG World Expo*
Bridget McGuire *IDG*
Prianka Srinivasan *IDC Center for Consultancy & Research (India)*
Jillian Wilson *IDG World Expo*
Mo Barrett *IDG Corporate Sales*
Michael Margossian *IDC*
Sean O'Dowd *IDC*
Sean Ryan *IDC*
Joseph Stoken *IDC*
Alfred Ruth *IDG Sweden*
Eva Johansson *IDG Sweden*
Fredrik Bojá *IDG Sweden*
Carolina Carvalho *IDG Brazil*
Guilherme Felitti *IDG Brazil*
Mercedes Resino *IDG Spain*

Business units may send anniversary information to world_update@idg.com.

One on one

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larly, both in interacting with the members and helping to take care of any standards violations that arise. They were the original forum moderators, and they have built strong ties and relationships within the community. You will find Macworld editors engaging in many discussions and troubleshooting problems frequently.

The PC World editors participate less regularly, but it's something that we're working on increasing. Some of the editors are eager to engage with the community, and some are more shy. I do my best to facilitate this interaction by alerting editors and writers about active discussions happening around their stories or direct questions that members have posted for them. Usually, when I do this, the editors respond directly to the members on the forums. My hope is that the editorial staff will become much more involved in the community this year.

***Q* Do you post guidelines for participating in online forums?**

A Absolutely. It's important for members to know what is expected of them and what the norms and culture of the community are. On the PC World and Macworld sites we have these written up and linked at the bottom of every page. They include prohibitions on profanity, pornography and discussion of illegal activities but also contain more community-specific items such as not posting the same question in more than one place. Having these types of guidelines protect your brand and help moderators interpret individual situations and apply the rules fairly to all.

***Q* Do you work with other departments (editorial and events) to cultivate and build your community?**

A I work with a lot of different departments. Outside of my own department, I work most closely with editorial to keep them in touch with what the hot topics are in the community. I meet with some PC World editors every day to help decide what stories should be promoted on the home page. I also occasionally work with the application development, art, marketing and circulation departments. I haven't had a chance to work with the events department yet, but I'm hoping that we can have an in-person community event around Macworld Expo next year.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

celebrating 10!

Name
Dong Kaihong

Home
Beijing

Joined IDG
April 1, 1996

Career path
April 1996-October 1997, editor and reporter, Technology Features Department, China Computerworld (CCW); October 1997-December 1998, Deputy Director, National News Department, CCW; December 1998-August 2000, Director, Comprehensive News Department, CCW; August 2000-June 2002, Deputy Editor-in-Chief, CCW June 2002-June 2003, Vice President, CCW June 2003-December 2005, Executive Editor-in-Chief, CCW; December 2005-present, Editor-in-Chief, CCW

Current title
Editor-in-chief of CCW. I am in charge of the planning of topics and final editing of CCW.

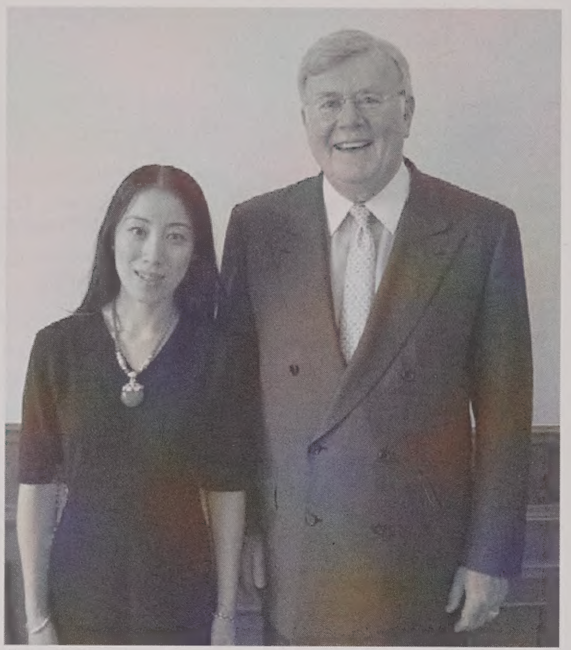
What's kept you at IDG for 10 years?
I like media. CCW provides me with the opportunity to learn and grow in my job.

Favorite work memory
Looking at group photos of my colleagues over the years and remembering good times.

What talent do you wish you had?
The ability to predict the future accurately.

Outside interests
Music, mountain climbing, swimming, traveling, movies and reading.

Your idea of a perfect day alone?
Reading while listening to my favorite music.



***Dong Kaihong** was the guest of IDG Chairman **Pat McGovern** at a lunch in Beijing celebrating her decade of service with China Computerworld.*

Family
My husband Liu Tong and my 2-year-old daughter Liu Yikai.

What did you want to become when you were a child?
An artist

Favorite vacation spot
Paris

Retirement dreams?
It is not necessary to wait until retirement. One should try to realize one's dream at early age.

Manager's profile
"As a senior person at CCW, Dong Kaihong is diligent and conscientious. She helped promote the development of CCW, and the reports she organized have had a profound influence on the IT industry."

—*Jin Yuzhong, vice president, China Computerworld Publishing and Servicing Co.*

More 'Celebrating 10" on IDG Central

To read the full text of these Celebrating 10 profiles, go to the IDG World Update section on IDG Central, IDG's intranet, at http://www.idgcentral.com and click on "More stories."

Du Fangxian
Customer Manager, Advertising Department, Electronic Engineering & Product World

Du Fangxian joined the company as a typist and worked her way up to sales and management positions. She has created a process for ensuring that more than 90% of advertising bills are paid. Someday she would like to travel and learn more about the folklore of other countries.

Li Guoyue
Senior Printer, China Computerworld

Involved with the printing of China Computerworld since he joined the company in 1996, Li Guoyue has received several Model Employee and Advanced Employee awards due to his outstanding work performance. A runner, he enjoys seaside vacations.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Karen Ren *IDG China*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG publishes more than 300 magazines and newspapers in 85 countries including *CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World*, and *PC World*. IDG's online network includes more than 450 Web sites. IDG's lead generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

IDG WorldUpdate

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WWW.IDGCENTRAL.COM

IDC launches global Media Center for journalists

Goal is to raise company's profile and boost analyst citations

> *"It's important to have a good relationship with the press — we need them, and they need us."*
>
> *— Alexia O'Sullivan, IDC EMEA marketing director*

With the goal of increasing IDC analyst citations and raising IDC's worldwide profile, last month London-based IDC EMEA launched the online IDC Media Center for members of the press. IDC EMEA's marketing group and EMEA Interactive Products and Services (IP&S) developed the site, which is leveraged on a global scale and hosted on IDC.com.

"It's important to have a good relationship with the press — we need them, and they need us," said **Alexia O'Sullivan**, IDC EMEA marketing director. "We did not have a press portal, and we really felt that this was a minimum requirement for a highly visible and global Web site such as IDC's. We want the press to feel that we are meeting their needs. They often have tight deadlines, and having one central source such as the IDC Media Center should make their job a lot easier."

On the site (http://www.idc.com/about/press.jsp) journalists can see the top 10 most popular IDC documents each month, create RSS feeds, search press releases and access IDC's global public rela-

YWANG TAT TAO

***Mathew Heath**, EMEA marketing manager, and **Alexia O'Sullivan** were two of the driving forces behind the creation of the IDC Global Media Center.*

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InfoWorld.com boosts page views with new multimedia offerings *page 2*

One on one: IDG Communications Senior VP, Online Colin Crawford *page 3*

IDG Vietnam helps organize E-Business Forum in Hanoi *page 5*

Meet Your Colleague: InfoWorld Multimedia Producer Ralitza Stoeva *page 6*

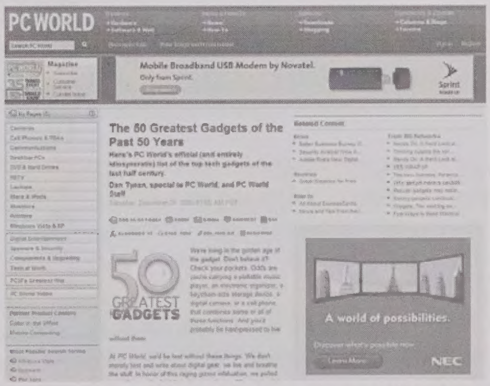
Celebrating 10: China CMO's Wang Xiangyong *page 8*

PC World's online readers flock to lists and roundups

Most popular lists generate millions of page views on pcworld.com

PC World is making some lists, and substantial numbers of online readers are checking them out. The San Francisco-based publication has found that lists such as The 50 Greatest Gadgets of the Past 50 Years and The 15 Best Places to Waste Time on the Web are great site traffic drivers.

According to VP/Editor-in-chief **Harry McCracken**, PCW saw that its 100 Best Products of 2005 (a story on its World Class Awards, which the magazine has done since 1983) was "a monster hit online." The staff next put together The 50 Greatest Gadgets of the Past 50 Years as an online-only story that launched on Christmas Eve 2005. It, too, was a hit with readers.


PC WORLD
Magazine
Mobile Broadband USB Modem by Novatel.
Only from Sprint.
Sprint
50 GREATEST GADGETS
A world of possibilities.
NEC

The 50 Greatest Gadgets of the Past 50 Years

Here's PC World's official (and entirely idiosyncratic) list of the top tech gadgets of the last half century.

Dan Tynan, special to PC World, and PC World Staff

Stories such as The 50 Greatest Gadgets of the Past 50 Years have proved to be extremely popular with PC World's online readers.

"From that point on, we've been doing lots of these stories," McCracken said. "They've had a real effect on our thinking about PCW's mission, especially on the Web. The most important thing we do, of course, is help people with useful reviews, news, and tips, but a healthy dash of entertainment is now part of our mix in a way it wasn't in past years."

The lists are not just bullet-point items; each item has a brief description of why it made the list. The most popular lists get "mil-

continued on page 4

in brief newsworthy

InfoWorld.com boosts page views with new multimedia offerings

Slideshows responsible for more than 250,000 page views in January

InfoWorld.com's slideshows have nothing to do with the staff's vacations and everything to do with increasing the site's page views. Last month the site served more than a quarter of a million pages from its slideshows alone.

"We monetize each page view with ad impressions, so page views equal dollars," said Executive Producer **Allen Fear**. He said slideshows seemed like "a relatively easy way" to increase page views by repurposing existing graphics, screenshots and images that InfoWorld was already generating for feature story promotions. His team spent about a month developing the technology and launched their first slideshow on Google's release of its Docs and Spreadsheets feature last October.

Teased on the InfoWorld.com home page, there have been more than 30 slideshows to date covering new product announcements and reviews, Firefox, Vista and the recent DEMO '07 conference showing photos from the event. There is also a Best of the Week slideshow showcasing each week's top stories.

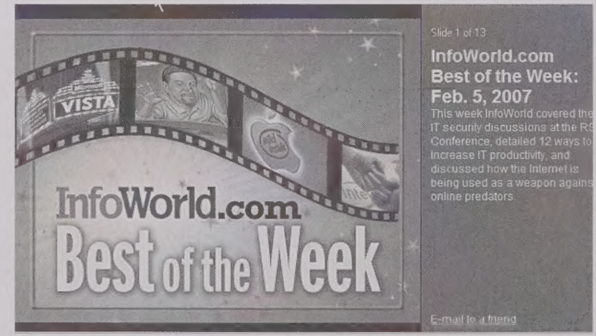
"The slideshows create a scenario where people have to click to get to the next slide," Fear said, adding that they have found that 13 slides provides a nice balance between click-through and user drop off. "The longer the slideshow, the more the rate of click-through drops. After 20 slides there's a drop off that doesn't appear to warrant our efforts. At that point we would consider building two slideshows instead of one." he said.

The slideshows have varying shelf lives, Fear said, depending on their topic. "Predictably, slideshows built around news stories have a shorter tail than slideshows built around more enduring content such as our InfoWorld Technology of the Year Awards, which is our most popular slide show to date and a fine example of how slideshows can be used for event-related stories, as well as product announcements and weekly news wrap-up stories."

With each slide, the site serves a banner ad and an IMU ad.

Fear said the slideshow design and development hurdles were surmountable and the concept is easily adoptable by other IDG business units. "Senior Software Engineer **Chris Lin** built our platform in-house, but there are many other off-the-shelf solutions out there," Fear said, adding, however, that in most of them the slides are contained in one page instead of loading a new page — and serving ads — with each new slide.

To see an InfoWorld slideshow, go to http://www.infoworld.com, click on Resources in the red navigation bar and then Slideshows. For more information contact Allen Fear at allen_fear@infoworld.com. WU



Slide 1 of 13

InfoWorld.com Best of the Week: Feb. 5, 2007

This week InfoWorld covered th IT security discussions at the RS Conference, detailed 12 ways to increase IT productivity, and discussed how the Internet is being used as a weapon agains online predators.

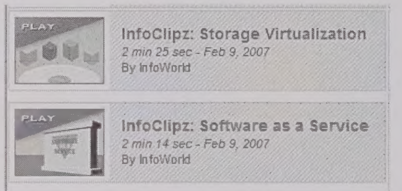
E-mail to a friend

To see a sample of InfoWorld's new slideshows, visit http://www.infoworld.com/slideshow/2007/02/54-infoworld.com_b-1.html.

InfoClipz explain key IT concepts in short Flash-driven segments

Earlier this month InfoWorld launched its newest multimedia feature, InfoClipz. InfoClipz are animated shorts that explain core enterprise IT concepts in three minutes or less — IT made easy. "Ultimately these segments will help us reach out to an even broader audience," explained Executive Producer **Allen Fear**, "as we continue to create a sort of 'video wikipedia' of technology terms."

Three InfoClipz are currently available on Infoworld.com: Server Virtualization, Storage Virtualization, and Software as a Service. Many other potential titles are in the pipeline, according to Fear, who said the next one will launch during the first week of March.



InfoClipz: Storage Virtualization
2 min 25 sec - Feb 9, 2007
By InfoWorld

InfoClipz: Software as a Service
2 min 14 sec - Feb 9, 2007
By InfoWorld

To view one of InfoWorld's new InfoClipz, visit http://www.infoworld.com/video/archives/2007/02/stor_virt.html.

The InfoClipz concept was a collaborative effort among various InfoWorld departments — art, editorial, and online. Creative Director **Ben Barbante** is responsible for their distinctive look and feel. Executive Editors **Eric Knorr** and **Doug Dineley** identified topics and created scripts with Knorr also serving as the narrator for the first three segments. Multimedia Producer **Ralitza Stoeva** handled most of the production work. The sales team is currently in discussions with potential sponsors for future InfoClipz segments. "As with most of our leading-edge multimedia products, we're pitching InfoClipz as a brand-building premium opportunity," explained InfoWorld.com VP and General Manager **Virginia Hines**.

InfoClipz joins a growing list of content types on InfoWorld.com that didn't exist just a few months ago, including video, slideshows, community blogs, and — coming soon — audience comments on all InfoWorld.com articles. Last month these new content types contributed more than 10% of traffic on the site, and Hines said she expects that number to grow going forward. "It's not rocket science: if you offer your audience more interesting things to do on your site they'll spend more time and give you more page views," she said. WU

one on one the interview

Colin Crawford

The senior VP, online, for IDG Communications is this week's columnist. Reach him at colin_crawford@idg.com.

"In order to ensure the closest possible alignment between the goals of IDG Connect and the IDG business units I am in the process of forming an advisory council that will be made up of the senior sales personnel of the various business units, including Corporate Sales."

Q How is IDG Connect faring after almost a year of operation? What's working and what isn't? How have you tuned the unit's mission and operation over the course of the first year?

A I'm very pleased with the current progress of IDG Connect. It has successfully delivered on a number of programs and has exceeded the requirement for IDG Corporate Sales, the IDG Communications business units and IDC as well as selling direct to customers. The pan-IDG programs offered by IDG Connect complement the brand-focused lead generation programs that are targeted to the audiences of the specific brands.

The Unified Customer Database (UCD) and the supporting Lyris e-mail delivery programs are all working well. The recent focus has been on the building of a knowledge resource at http://www.idgconnect.com. This is a searchable repository of vendor content. Currently the resource center consists largely of white,papers, but there are plans to build this out to contain other vendor content such as webcasts, podcasts, buying information, case studies and analytical tools.

Going forward I see several opportunities. We will continue to focus on working closely with the IDG business units in the development of pan-IDG products offered by IDG Connect. In order to ensure the closest possible alignment between the goals of IDG Connect and the IDG business units I am in the process of forming an advisory council that will be made up of the senior sales personnel of the various business units, including Corporate Sales.

From a direct sales perspective, IDG Connect will have a major focus on supporting the needs of the client's sales teams as well as helping the marketing departments achieve their goals. The sales lead business has become more consultative and ensuring good client relations is key in order to properly manage their sales and marketing expectations.

The quality of the sales lead is critical. The UCD, managed by IDG Connect, is one of the most comprehensive databases of IT buyers in the U.S. We can target the specific needs of IT buyers via e-mail based around their areas of interest. In addition to targeted e-mails designed for specific campaigns, IDG Connect has had a lot of success driving leads from a general newsletter that is designed to promote multiple programs.

Going forward I would like to explore ways of developing vertical subject and industry areas within IDG Connect that selects content from various IDG sources and from around the Web to provide a rich content environment where the focus is on driving sales lead programs.

Q The business opportunity in lead generation is not confined to the U.S. Are there plans to expand IDG Connect to Europe and Asia and, if so, how would this unfold?

A IDG Connect is currently in discussion with several IDG business units around Europe with the objective of developing IDG Connect (Europe). We recognize that clients in Europe are interested in obtaining sales leads on a pan-European basis. The structure would work in a very similar manner to IDG Connect in the U.S. Each business unit would develop its own user database but these databases would then be aggregated into one Unified Customer Database covering Europe. The European market has additional challenges including different privacy policies and of course different languages. Additionally, we are also looking at the opportunities around the transfer of non-U.S. leads generated via the U.S. programs and the U.S. leads generated via the European programs.

Q Our lead-gen competitors have worked hard to create the marketplace perception that they offer a rich suite of enhanced lead services like lead nurturing and scientific lead scoring. What is the reality here, and what is IDG doing to raise its profile in this lead-gen arms race?

A Demonstrating to clients that we have quality, actionable leads is important. Through the registration systems we use at Accela and On24, we have the ability to score the leads so we can deliver the most active and engaged buyers to the client. We have the additional advantage that we have a lot of information on these individual users based on the profiles they complete when registering for our controlled circulation publications.

Q What are some of the best practices you see, both around IDG and in the market at large, regarding the marketing and delivery of lead-generation services? What would you encourage all IDG units to do and what to avoid?

A I would single out Computerworld for doing an excellent job of generating leads from their Web site. They do this by dynamically serving up relevant content around the user's inquiry and intent. This results in greater user engagement and interaction

continued on page 7

PC World lists

continued from page 1

lions of page views," McCracken said, and continue to have a shelf life. "We're still getting steady traffic for ones we published more than a year ago," he noted. The most popular list by far, he said, has been The 25 Worst Tech Products of All Time, edited by Senior Writer **Alan Stafford**, which, with more than seven million page views to date, is "the most-read thing we've ever done online."

The PCW staff never lets more than a few weeks go by without putting up a link to a new list on the PCW.com home page. The editorial staff generates the ideas for lists, many of which come out of monthly brainstorming sessions. The staff writes some of the lists, and others are done by freelancers. (PCW Contributing Editor **Dan Tynan** has written many of them, including The 25 Worst Tech Products.) "Usually, creation of the lists involves extensive discussion between staff members and the writer," McCracken said. "Frequently, we use a formal rating system. We have some pretty passionate debates on these stories."

Some of the lists also run in the magazine, such as 101 Fabulous Freebies and 25 Most Innovative Products. However, "we have more good ideas than space in print," McCracken said, "and some lists feel especially 'Webby,' such as one we're working on now for February, The 50 Most Important People on the Web."

McCracken said that the lists have generated "tremendous enthusiasm" and discussion in the PCW.com community sections. They are also chat fodder on technology community sites such as Digg and Slashdot. "Literally thousands of bloggers link to them," he said.

"People love lists. They love talking about the best and worst stuff in a particular category. They love nostalgia. And they love useful tips. All of our blockbusters push several of these buttons. The basic ideas here aren't anything new or particularly brilliant, but executing them well — and keeping them coming — is a challenge. So far, it's worked wonderfully well for us." WU

Popular best and worst titles

PC World Editor-in-chief **Harry McCracken** said the publication has done "scads" of best and worst lists, including the following:

- The 25 Worst Tech Products of All Time
- The 25 Worst Web Sites of All Time
- The 25 Greatest PCs of All Time
- The 50 Greatest Gadgets of the Past 50 Years
- The 100 Best Products of the Year
- The 25 Most Innovative Products of the Year
- 20 Ways to Keep Your Windows XP System Fresh
- 101 Fabulous Freebies
- The 13 Most Embarrassing Web Moments
- The 10 Worst Games of All Time
- The 15 Best Places to Waste Time on the Web

Borrow PC World's Tips for creating successful lists

PC World's lists don't just compile themselves. PC World Editor-in-chief **Harry McCracken** said that executing their popular lists can sometimes be "a challenge," and he offered six tips for putting them together successfully.

- Ranking the items works. We've had success with lists that start with No. 1 and ones that are in a reverse countdown format.
- Simple but intriguing names that make it clear a list is involved work best (i.e., The 25 Worst Tech Products of All Time).
- Lists with unexpected, even controversial, choices are better than those that are exercises in the obvious.
- Give people multiple ways to browse the list, such as by ranking, by decade, by product category, etc.
- On the Web, a dash of humor — or a lot of it — is almost always better than being deadly serious.
- If you come from a print background, try lists that might not work in a magazine. We probably wouldn't do The 50 Most Important People on the Web list in print.

Coming up

LinuxWorld Conference & Expo
Feb. 27-March 2
Mexico City
http://www.linuxworldexpo.com.mx

Industry Insights Conference
"Optimizing Industry Go-To-Market Strategies"
March 5
San Jose, Calif.
http://www.idc.com/insights07

IDG US Media Management Institute
March 27-29
Boston
Contact: laurie_butson@idg.com

Computerworld IT Leaders Conference
March 4-6
Palm Desert, Calif.
http://www.premier100.com

IDG Marketing Summit
March 7
San Francisco
nelva_riley@idg.com

Network World Conference 2007 Spring
March 13
Chiyoda-ku, Tokyo
http://www.idg.co.jp/english/event.html

CSO Perspectives Conference
March 18-20
Colorado Springs, Colo.
http://www.csoonline.com/csop_2007

SaaS World Conference & Demo
March 28-29
Minato-ku, Tokyo
http://www.idg.co.jp/english/event.html

U.S. Presidents Meeting
April 10
San Francisco
nelva_riley@idg.com

Computerworld Storage Networking World
April 16-19
San Diego
http://www.snwusa.com

IDC Sales and Marketing Effectiveness Summit
April 16
New York Marriott East Side
New York City
http://www.idc.com

SaaScon
April 17-18
Santa Clara, Calif.
http://www.saascon.com

View a chronological listing of events in the Events section of IDG Central (http://www.idgcentral.com), or search for events by product line on IDG's external site, http://www.idg.com.

IDG

February 19, 2007

Web Services Specialist (CW)

Computerworld's Strategic Programs & Events is looking for a Web Services Specialist to develop and maintain "event and awards programs" web sites and associated systems and online processes for staff and customers. Duties will include maintaining websites and developing/engineering all elements which need to be integrated with existing designs, management of all event systems to include websites, registration, team intranet, and audience analysis and survey tools. This position will actively manage (with IT) the responsibility of keeping all systems up to date, compliant with existing standards, ensuring that Computerworld's events and awards teams remains ahead of the technology curve and are providing a maximum level of customer service to sponsor and IT management customers. Other responsibilities include supervision of the effect of technology and systems on the Computerworld Event Customer Service model, modifying and adjusting as needed to provide a flawless customer experience. As such, the position includes some management of the registration process, working in conjunction with the Customer Service Coordinator. The position also includes coordination of PDF registration forms and light design of additional forms or materials. Proven experience with web-based systems and tools essential. Familiarity with face-to-face events preferred. Candidates must exhibit creativity, organizational ability, leadership, attention to detail and the ability to be an individual contributor while also being able to lead multiple projects in a fast-paced, deadline-oriented environment.
Location: Framingham MA
Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Sr. Account Executive (GI)

We are currently seeking a Senior Account Executive who has been successful selling advisory and/or consulting services into government organizations as well as IT vendors who serve the government market. This Senior Account Executive will create/deploy solution selling techniques to grow and expand the Government Insights business. This position will have sales responsibilities for selling the Government Insights products (subscription advisory services, multi-client studies and consulting projects) for Federal Civilian government market. The successful candidate will be able to arrange meetings make presentations on the product offerings to CIOs and line of business executives, and configure the Government Insights offerings to client needs. The individual must be knowledgeable about IT issues and the full life cycle of technology decision processes for the government, have relationships with government official responsible for technology decisions and IT vendors serving the government market, and be able to establish and develop relationships with potential clients. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Requirements for the position include 5-10 years of demonstrated success in a quota carrying capacity; a strong willingness and aptitude to work collaboratively; strong written and presentation skills; ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor's degree. MBA is a plus ***Location: Framingham MA***
Contact: L. Barton, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Operations Manager (ICS)

IDG Corporate Sales is seeking a Sales Operations Manager to join the team in our Framingham, MA or San Francisco, CA office. Primary responsibilities include maintaining sales/client files and databases, providing customer service to both internal and external clients, assisting in the preparation of presentation and proposals. Additional responsibilities include managing all ad placement from availability checking to final reporting, including data analysis, trafficking, fulfillment and reporting. The Sales Ops Manager will work in collaboration with members of the sales team (locally and remotely) and the finance and business development teams. Candidates must have a solid background in online and print sales operations, including at least two years of trafficking experience. Candidates must have strong data management and analytical abilities, be well-organized and attentive to details, and possess clear communications and customer relations skills. Experience with technology publishing and advertising is ideal.
Location: San Francisco CA
Contact: B. Ramistella, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

Client Service Representative - Sector East (IDC)

IDC is looking for a Client Service Representative to work closely with the sales force and IDC's Enterprise Sector Accounts customers. The CSR role plays a key function on the team and is a primary liaison between the customer and the organization. The Client Services Representative will be responsible for providing personalized customer service and support to a designated client base. Primarily, this position will involve responding to client requests,

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

entering orders, supporting and collaborating with sales representatives and assisting other IDC departments with client opportunities/questions/issues. Additionally, the Client Services Representative will coordinate training for clients using the IDC systems, work with Finance and the client to resolve billing issues, track bookings on a monthly basis, create reports and insure timely and accurate data entry. This position will report to the Vice President of Sales, Enterprise Sector East. Requirements for this position include a bachelor's degree or equivalent experience. Must be proficient with computer skills and able to adapt to and learn new software and web-based systems. Proficiency with Microsoft Office suite is a must. The ideal candidate will have 2-3 years of previous experience as a Customer Service Representative, will be motivated, assertive and collaborative, as well as highly organized and a quick thinker.
Location: Framingham MA
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Program Manager, Consulting Services Research (IDC)

IDC's Worldwide Services research group provides the most comprehensive and insightful research into 14 distinct service areas. Its worldwide network of analysts provides the most complete and valuable analysis of services business models, dynamics and opportunities to leading and emerging vendors of services and technology. We are actively recruiting for a Program Manager for our Consulting Services research program. This position provides market analysis, research, and custom consulting on key aspects of the consulting industry. Research areas include competitive analysis and growth of business and IT consulting markets, an analysis of the opportunities for consulting in strategic industry segments, such as financial services and healthcare, and an examination of major trends and development in the consulting space. This individual will work in both a collaborative environment developing group insights and predictions on the services industry and regional variations in delivery models and on broad, multi-national custom research projects. At the same time, the individual will be responsible for identifying and executing compelling and relevant research topics that will be valuable to their own clients. Responsibilities include: responding to client inquiries for information, insight and opinion; writing compelling research; conducting custom and ongoing quantitative and qualitative research; developing and maintaining close relationships with customers and prospects; and identifying services for IDC to deliver to its clients. To be successful in the role, candidates will need to have spent between 5 and 8 years in the consulting industry – either with a business functional specialty or as a consulting generalist. A bachelors degree is required, MBA may substitute for up to 2 years of work experience. The key skills required for this position are the ability to analyze and speak articulately about industry trends and events, and the ability to form concrete and actionable recommendations for clients based on that analysis. This position requires a highly developed sense of time management and decisiveness, as well as a strong sense of ownership in the individual brand value of the research and a strong desire to see that brand value expanded. Candidates must possess self-confidence balanced with a developed sense of teamwork and leadership. 10% & 30% travel required. ***Location: Framingham MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Business Analyst (IDGC)

IDG Communications is seeking a recent college graduate to enter IDG's Management Associate Program located in San Francisco, CA. The Program and related assignments are structured to provide a solid understanding of the business fundamentals required to create and deliver a print or online publishing/media product and designed to expand publishing competence around that core. The successful Business Analyst will carry out work for the Sr. VP of Online, the President of IDG Communications and other members of IDG's Senior Management Team. The Analyst will be engaged in short- and long-term project work at both the corporate and IDG business unit level. A typical project may include: assessing the strengths and weaknesses of competitive products summarizing results, and developing presentations to identify and target competitive advantages, or; conducting best practice research and analysis and providing recommendations to guide IDG initiatives in areas such as search engine optimization, lead generation programs, etc. Initial assignments are for a 9- to 24-month period. At the conclusion of the assignment the candidate will have the opportunity to pursue positions within the IDG family of companies. The ideal candidate will possess an entrepreneurial spirit and have strong demonstrated research, quantitative and analytical skills, as well as excellent verbal and written communication skills. The ability to work independently and take initiative, influence without authority, and develop internal relationships is key. Print/online media-related business experience, or journalism experience combined with business coursework, is helpful. Spreadsheet skills (Excel) and database query skills are also helpful. Bachelor's degree required. ***Location: San Francisco CA***
Contact: B. Ramistella, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

Online Account Executive (IFW)

InfoWorld has an exciting opportunity for a highly-motivated sales professional to sell online advertising. The Online Account Executive will be responsible for servicing and expanding existing business as well as pursuing and maintaining new advertising opportunities at online agencies and direct to clients. Responsibilities include completing

RFP's, following up on proposals, responding to client requests for information and customer service. The ideal candidate will have 2-4 years of successful inside sales experience in solution selling and posses top-notch consultative and communication skills. High-tech media sales experience is a plus. Travel is not required. Send your cover letter and resume to jobopps@idg.com. Please reference "Online Account Executive" in the subject line.
Location: San Francisco CA
Contact: Job Opportunities, Email: jobopps@idg.com

Production Coordinator (PCW)

PC World is looking for an organized, detail-oriented part-time Production Coordinator to join it's Production team. Responsibilities will include tracking ads, managing insert, some prepress and checking materials to ensure the correct printing of advertising. Candidates should have 4 to 6 years of magazine production experience, and must be familiar with 4C process printing, Word, Excel and both Mac and PC operating platforms. Ideal candidates should have a good mix of magazine production, prepress and printing, have strong customer service skills, stellar phone manners and be able to work under tight deadlines. Send cover letter, resume and salary requirements to nancy_jonathans@pcworld.com. Please reference "Production Coordinator" in the subject line. ***Location: San Francisco CA***
Contact: N. Jonathans, Fax: 415-974-7402, Phone: 415-267-1716, Email: nancy_jonathans@pcworld.com

Sales Manager (WEC)

IDG World Expo is seeking a talented Sales professional to join the Sales Team. Responsibilities include building long term, mutually profitable relationships with prospects and customers, booth/sponsorship sales and cultivating new account opportunities within fast-growing IT markets both on the phone and in person. Candidates must be innovative salespeople who think beyond exhibit space and can speak and negotiate with contacts at all levels from CEO to trade show managers. Candidates must become an expert within their given field and knowledgeable enough to find and cultivate common threads between their event and a prospects tradeshow needs. The ideal candidate will be someone who can build an annual and event specific sales plan that includes call plans, revenue goal setting and major customer and competitive event visits. Candidates should possess a minimum of 3 years experience in technology sales. Trade show and/or conference sales experience preferable. Strong IT vendor knowledge and a proven track record of sales success required. The position is 85% over-the-phone inside sales; 15% face-to-face sales at competitive events as well as at client meetings. ***Location: Framingham MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

IDG

Current Jobs, Week of February 19, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Edit	Technology Reporter	West Coast	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Conference Programs Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Web Services Specialist	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online Sales	Online Sales Manager	Framinham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Sales	Sales Director, Strategic Programs and Events	Framinham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
CXO Media						
	Online	Online Edit Intern (Temporary Position)	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Online	Online Editor	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Online	Online Managing Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online Sales	VP, Online Sales	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG Communications						
	Business Dev	Director, Business Development	Open	Piper Sheer	piper_sheer@idg.com	508-935-4791
	General	Management Associate	San Francisco CA	Carolyn Burton	carolyn_burton@idg.com	508-935-4595
	HR	Recruitment Specialist, Contract	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Connect						
	Admin	Temporary Account Service Coordinator	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Account Executive	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	VP of Sales	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Sales						
	Sales	Director, Market Intelligence	Framingham MA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
	Sales	Sales Operations Manager	Framingham MA, San Fran	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Corporate Services Group						
	Financial	Senior Tax Accountant	Framingham MA	Alana Dros	alana_dros@idg.com	508-988-7870
	IS	IT Quality Assurance Analyst	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Entertainment						
	Ad Coor	Advertising Operations Coordinator	San Francisco CA	Lisa Hess	salesjobs@gamepro.com	415-978-3185
IDG Research						
	Marketing	Marketing Research Analyst	Framingham MA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
InfoWorld						
	Events	Sponsorship Account Manager	Boston MA	Paul Roberts	paul_roberts@infoworld.com	617-239-7854
	Tech	Senior Web Designer	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Sales	Online Account Executive	San Francisco CA	Job Opportunities	jobopps@idg.com	
Network World						
	Online	VP/GM Online	Southborough, MA	Eric Cormier	careers@nww.com	508-490-6454
	Sales	Sales Media Assistant	San Francisco CA, Param	Eric Cormier	careers@nww.com	508-490-6454
	Marketing	Conference Marketing Coordinator	Southborough, MA	Eric Cormier	careers@nww.com	508-490-6454
PC World						
	Edit	Assistant Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Marketing	Marketing Specialist	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Production	Production Coordinator	San Francisco CA	Nancy Jonathans	nancy_jonathans@pcworld.com	415-267-1716
	Tech	Sr. Applications Developer	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Tech	Web Applications Developer	San Francisco CA	Job Opportunities	jobopps@idg.com	
World Expo						
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Sponsorship Sales Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Consulting	Consulting Manager, Infrastructure Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Market Modeler	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Cust Serv	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Marketing	Product Manager, Marketing, Information Infrastructure and	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Manager, Investment Research Service	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Software Alliance Leadership Council	Toronto Canada	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manger, Consulting Services Research	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Worldwide Tracker Group	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director or VP, Business Networking Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4267
	Research	Research Manager, Document Solutions	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Storage Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Small/Medium Business/Home Office	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4100
	Research	Sr. Research Analyst, Sourcing and Supply Chain Managem	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Verticals	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Client Service Representative, Sector East	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
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	Sales	Sr. Account Executive	Framingham MA, Irvine CA	Jim Klepper	jklepper@idc.com	508-935-4143
	Tech	Sr. Applications Developer	Framingham MA	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Financial Insights						
	Research	Sr. Research Analyst, Payments Practice	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC - Manufacturing Insights						
	Research	Program Director, Supply Chain Strategies	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
IDC- Enery Insights						
	Research	Research Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDG- Government Insights						
	Sales	Sr. Account Executive	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336

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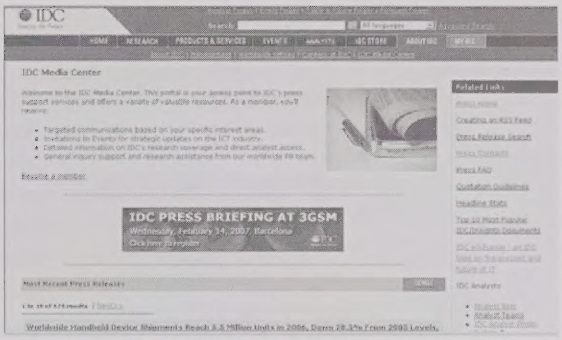
IDC Media Center

continued from page 1


IDC Media Center

Welcome to the IDC Media Center. This portal is your access point to IDC's press support services and offers a variety of valuable resources. As a member, you'll receive:

- Targeted communications based on your specific interest areas.
- Invitations to Events for strategic updates on the ICT industry.
- Detailed information on IDC's research coverage and direct analyst access.
- General inquiry support and research assistance from our worldwide PR team.

Become a member

IDC PRESS BRIEFING AT 3GSM
Wednesday, February 14, 2007, Barcelona
Click here to register

Most Recent Press Releases

Worldwide Handheld Device Shipments Reach 3.5 Million Units in 2006, Down 28.3% From 2005 Levels.

The IDC Media Center was developed by staff at IDC EMEA.

tions contacts. The site provides quotation guidelines, as well as a brief FAQ section, high-level overview statistics from some of the main markets IDC covers and links to IDC SVP/Research **Frank Gens**' blog. Journalists who register on the site can download high-resolution photos of IDC analysts, as well as receive a weekly digest of IDC news and press releases and state their preferences in terms of geographic and subject coverage. Other links will take them to analyst bios, IDC events and general information on IDC.

O'Sullivan said IDC hopes that once journalists can access IDC information press briefings and photos themselves they will cite IDC more frequently, resulting in more exposure for IDC in the press.

To register journalists must be able to show their press credentials (which IDC can generally check against its media databases); if they are freelancers they need to show some credentials in terms of for whom they write. Since it is a global site, journalists from anywhere can register.

According to O'Sullivan, IDC Corporate had limited resources to dedicate to the Media Center project and was happy for the EMEA group to drive it provided they incorporated global feedback. The site took a few months to develop and had input from IDC Marketing/PR worldwide as well as from some key journalists. "It could not have been done without the great help of the EMEA IP&S department," O'Sullivan said. "We also had to make sure that we got feedback from the various stakeholders within IDC, and because this is a global site it was very important to ensure that we got input from the different regions as well."

The driving forces in creating and operating the site are O'Sullivan; **Viggo Bjerre**, manager, and **Christoffer Gullestrup**, assistant content manager, IP&S EMEA ("invaluable Web designers who set up the entire portal," O'Sullivan said); **Mike Shirer**, public relations manager, IDC U.S.; and **Mathew Heath**, EMEA marketing manager. The IDC U.S. IP&S department helped with some of the technical challenges, O'Sullivan said. "It was a global effort in that the worldwide marketing team provided input on how the site could be improved so a big thanks to everyone who helped get it to where it is now."

Contact Alexia O'Sullivan at aosullivan@idc.com. WU

IDC Media Center attracts attention

Since its launch the IDC Media Center has seen the following number of visits excluding those from IDC offices):

IDC Media Center main page: 2,763 visits
Press registration page: 283 visits; 126 registrations
Press contacts: 164 visits
Analyst photos download page: 162 visits
Top 10 Research Documents: 155 visits
Headline Statistics: 114 visits
Press FAQ: 84 visits
Quotation guidelines: 83 visits

IDG Vietnam helps organize E-Business Forum in Hanoi

TECHCOMBANK

IDG Vietnam and Indochina Managing Director ***Tam Le*** *(far right) escorted a group of dignitaries at the first Vietnam e-Business Forum. (L-R): Tran Thanh Hai, vice director-general, Department of e-Commerce, Ministry of Trade (co-organizer); Le Danh Vinh, vice minister, Ministry of Trade ; and H.E. Truong Quang Duoc, vice president of National Assembly.*

IDG Vietnam and Indochina teamed up with the Vietnam Department of e-Commerce/Ministry of Trade to organize the first Vietnam E-Business Forum in Hanoi last month. The two-day event featured a free exhibition with 1,500 visitors and 12 corporate booths and a paid conference for 450 attendees.

Key topics at the conference included legal issues related to e-commerce, security, IT infrastructure, and case studies and solutions for small and medium businesses. Vietnam's recent entry into the World Trade Organization opens a key role for e-commerce to play in the production of high-quality goods and timely delivery.

IDC Research Vice President **Robert Gray** participated as a conference speaker and in a panel discussion about e-commerce opportunities and challenges.

According to the Vietnam Information Center, there are 15 million Internet users in the country, with the number expected to rise to 30 million in the next three years. Currently, most corporate Web sites contain general information about the company, and online product ordering is still in its infancy and limited primarily to major enterprises. However, late last year Vietcombank introduced Internet-based online payment services for clients and is building a comprehensive solution for online payments, which will pave the way for more online payment tools for enterprises of all sizes and online buyers.

Write to PR Executive ***Pham Ngoc Tram Ang*** *at anh_pham@idg.com.vn.* WU

noteworthy people

Promotions

IDG U.K. Deputy Production Manager **Richard Bailey**, who has been acting in Production Manager's Sharon Bird's stead during her maternity leave, has been promoted to the position following Bird's decision to not return to IDG. "Richard has worked tirelessly in Sharon's absence, not only demonstrating a strong understanding of our production requirements but also executing good management skills in running the department," said **Kit Gould**, IDG U.K. managing director. *richard_bailey@idg.co.uk*

IDG WORLD UPDATE

Atchison

IDG Entertainment Online Ad Operations Co-ordinator **Mary Atchison** has been promoted to ad operations specialist. "After receiving Employee of the Year and many accolades from colleagues and clients, she is more than deserving of this promotion," said **David Goldberg**, director of operations. "In her new role, she will take on a larger piece of the online advertising operations process including managing our DART network, as well as managing affiliate advertising operations." *matchison@idg-entertainment.com*

New employees

IDG WORLD UPDATE

Hom

PC World has hired **Julianne Hom** as an ad operations coordinator. She most recently worked at Yoga Journal magazine as Web production and design coordinator, managing online content for YogaJournal.com and newsletter advertisements. She earned a B.A. in architectural studies from the University of California/Santa Cruz. She collects miniature furniture and dolls and "on weekends you can probably find me at the Oakland Coliseum during baseball season." *julianne_hom@pcworld.com*

PETER SHORT

Manis

Jodi Manis has been hired as inside sales account manager with IDC Framingham's Health Industry Insights group. She was previously an audience development manager with World Congress and holds a B.S. in sociology from the State University of New York/Cortland and an M.Ed. in therapeutic recreation from Springfield (Mass.) College. She recently celebrated her 20th anniversary as a kidney transplant recipient. "My sister Joy donated her kidney to me and gave me a second chance at life." *jmanis@idc.com*

IDG Entertainment has hired **Meredith Stowe** as regional account manager based in its East Coast sales office in New York City. She was previously a district sales manager with IGN Entertainment and holds a B.A. in journalism from San Francisco State University. In her free time she enjoys cycling, running marathons, salsa dancing and Scrabble. *mstowe@idg-entertainment.com*

News to share?

Business unit achievements, best practices, employee accomplishment, new hires, promotions and other news may be submitted using the "Submit Your News" button on the home page of IDG Central or by writing to world_update@idg.com.

World Update depends on its readers for worldwide coverage. Contribute today!

meet your colleague

InfoWorld's Multimedia Producer Ralitza Stoeva

Stoeva

Since joining InfoWorld last October, Multimedia Producer **Ralitza Stoeva** has helped to produce an ever-expanding collection of videos, podcasts, screencasts, and slideshows, which collectively are driving more than 2% of traffic to InfoWorld.com – and that traffic figure is growing rapidly, according to Infoworld.com VP & General Manager **Virginia Hines**.

A relatively new title for an IDG business unit, the multimedia producer position at Infoworld.com brings together a number of different skill sets from video and audio production and postproduction to Web design and development, Ralitza explained. "On a regular basis, I upload and create podcasts, screencasts and slideshows to the site. I also shoot, edit and publish videos. When I'm shooting videos, I do everything from lighting, audio, setting up cameras and occasionally, even makeup," Ralitza said.

In postproduction, Ralitza digitizes and edits the footage using Apple's Final Cut Pro Studio, creates the names and titles that appear on the screen as well as the introductory animation with Adobe After Effects. Finally, she encodes and publishes the files on the site.

In addition, she works on the Infoworld.com site itself. "At the moment we are creating a new video site that is entirely based on the new Ajax technology and has a lot of new features that improve the usability of the site.

Citing the dynamic nature of her work — "everyday is new and different" — Ralitza said she "loves the wide range of technologies that I have to employ in my daily work."

Prior to joining IDG, Ralitza spent seven years as a Web designer/developer for NRC, a San Francisco-based Web design company. She expanded her broadcasting and video production skills by earning an M.A. in radio and television from San Francisco State University.

Born and raised in Sofia, Bulgaria, Ralitza came to the U.S. in 1998 by way of Amsterdam, where she spent four years working for Greenpeace International as coordinator of the renewable energy campaign for Central and Eastern Europe. She and her husband, Georgi, have a five-year-old son and outside the office she practices yoga, enjoys hiking and skiing and goes indoor rock climbing. "As soon as the weather allows, I hope to go to Yosemite and tackle El Capitan," she said. Fluent in several languages, Ralitza was pleasantly surprised last December when IDG Chairman **Pat McGovern**, on his annual round of visiting employees to distribute holiday cards, greeted her — without being prompted — in Russian, which in addition to her native Bulgarian, she speaks along with English, Spanish and Dutch. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30
Diane Martin *CXO Media*

24
Carl Marchi *Computerworld*

21
Linda Gorgone *Computerworld*

20
Mark Sullivan *IDC*
Penny Stevens *IDG*
Susan Collins *Network World*

19
Gregg Pinsky *Computerworld*
Clare Huang *IDC*

18
Lucy Chaudhuri *IDC U.K.*

16
Christine Gibney *Network World*

14
Elana Varon *CXO Media*
Doni Moore *IT World Canada*
Joan Kelliher *IDG*

13
Yukimi Chiba *IDG Japan*

12
Julie Lynch *Computerworld*
Elinet Media *PC World Latin America*
Trino Ramos *PC World Latin America*

11
Karen Fogerty *CXO Media*

10
Nicole Comiskey *IDC*

9
Ellen Friedman *CXO Media*
Beth Ramistella *IDG*

8
Ernesto Cordero *IDG*

7
Heather Havenstein *Computerworld*
Sarah Scalet *CXO Media*
Shaw Lively *CXO Media*
Mary Wooldridge *CXO Media*
Todd Hall *IDG*
Bree Charlton *IDC Australia*

6
Ken Mingis *Computerworld*
Laurie Horn *IDC*
Kirk Mitchener *IDC*
Keith Therrien *IDC*
Bob McMillan *IDG News Service*

4
Jiahuan Liu *IDG Asia*
Bram Tullemans *IDG Netherlands*

3
Lychee Lo *IDC Hong Kong*

2
Giovanna Saba *IDC U.K.*
Angela Salmeron *IDC U.K*
Adrian Farias *IDC Mexico*
Daniela Parisse *Nuov@Periodici Italia*
Adrian Black *IDG U.K.*
Celeste Crystal *IDC*
Ashley Gilliam *IDC*
Mujin Kang *IDC Singapore*

1
Lawrence Coffin *CXO Media*
David Gradijan *CXO Media*
Valerie Summer *CXO Media*
Diego Anesini *IDC Argentina*
Luciana Sario *IDC Argentina*
Hongliang Fu *IDC*
Jordan Casey *IDG World Expo*
Briana Pontremoli *IDG World Expo*
Ben Ames *IDG News Service*
Dina Zhao *IDC China*

Send anniversary listings to world_update@idg.com.

Sign up for IDG Central headlines

If you are not currently receiving the weekly "New on IDG Central" headlines e-mail and would like to get timely links to IDG World Update articles, IDG webcasts, grammar tips, Meet Your Colleage profiles, best practices and other features from IDG's intranet, send your name, title, business unit and e-mail address to idgcentral@idg.com.

One on one

continued from page 3

with the assets that require registration. The Computerworld Customer Intelligence front-end to their e-mail delivery system helps them manage the number of instances they interact with the users, helping reduce database fatigue. I would encourage all business units to look closely at their success. For more information, contact **Gregg Pinsky** (gregg_pinsky@computerworld.com) or **Martha Connors** (martha_connors@computerworld.com).

Q Where is the lead-generation market heading? What will advertisers be seeking from publishers, and when, in the years ahead? How does lead generation fit into integrated marketing campaigns today, and how will it do so tomorrow?

A The IT lead market is significant and continues to grow. The opportunity to deliver active, engaged buyers through Web programs is well recognized — the need to deliver quality sales leads is not going to decrease. With the growth of the search engines I expect to see them start to develop their own lead-based programs in the future, and this will increase competition. The market is, however, large and robust, and there is plenty of opportunity for both the IDG business units, serving up premium leads programs, and the pan-IDG programs offered by IDG Connect.

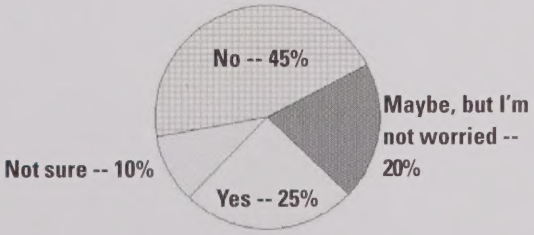
Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

World Update PDFs available for e-mail delivery

IDG employees can receive IDG World Update as a low-res PDF file via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available in the World Update section of http://www.idgcentral.com.

Question of the Week for Feb. 9

Do you think frequent cell phone use can affect your health?



Log on to http://www.idgcentral.com to vote on this week's question: Beside making and receiving calls, what do you most often use your phone for?

celebrating 10!

Name
Wang Xiangyong

Home
Beijing

Joined IDG
Nov. 26, 1996

Career path
1996-2000, editor and reporter, China Computerworld (CCW); October 2000-October 2003, Chief Editor, Management and Digital Editions, CCW; November 2003-February 2005, Editor-in-chief, China Computerworld Book Publishing Department; March 2003-December 2005, Editor-in-chief, CMO; December 2005-present, Publisher and Editor-in-chief, CMO.

Current job
Publisher and Editor-in-chief of CMO. I am in charge of overall operations and content planning.

Moment at work you will never forget
When the Internet bubble emerged in 2000, many people left CCW to set up their own companies. Liu Jiuru, then-vice president and now the president of CCW Group, felt that I might leave. He made a point to talk to me and described the opportunities here. I felt like I had some value to the company and could make more contributions.

Best way someone could compliment you on your work?
Say that I am capable and loyal.

Of what accomplishment at work are you most proud?
I created some columns that have been very popular with readers.

Interests outside the office
Writing and photography.

Favorite vacation spot
Beidaihe, a summer resort.

CMO Editor-in-chief and Publisher ***Wang Xiangyong*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a lunch in Beijing honoring his decade of service to IDG in China.*

Favorite movie
"Gladiator"

Family
My wife Liu Rongli and my 2 1/2-year-old daughter Wang Wenchu.

Pets?
I have two little Brazilian turtles.

Manager's profile
"As a young editor-in-chief and publisher of CCW Co., Wang Xiangyong has keen media insight and strong writing and organizational skills. He is also very creative, sees the big picture and communicates well. He is always willing to try new businesses and face new challenges. In 2004, he helped set up the Book Publishing Department of CCW Co., and he has made great contributions to the publishing and sales in the book business. In 2005, he participated in the launch of CMO magazine. With limited time and staff, he played a leading role, making it an influential magazine in the marketplace."

— Chen Mei, vice president, China Computerworld Publishing and Servicing Co.

More 'Celebrating 10" on IDG Central

To read the full text of these Celebrating 10 profiles, go to the IDG World Update section on IDG Central, IDG's intranet, at http://www.idgcentral.com and click on "More stories."

Zhang Luhong
General Manager with China Computerworld's joint-venture advertising company

In addition to his advertising responsibilities, Zhang Luhong spent three years as vice president of China Network World. He enjoys traveling, especially to the U.S.

Meng Ke
Reporter and Editor, China Network World

After nine years in sales where her manager said she made "great contributions to the development of China Network World," Meng Ke has moved to the editorial side of the publication. She enjoys reading, watching movies and counts Paris among her favorite cities.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Karen Ren *IDG China*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG publishes more than 300 magazines and newspapers in 85 countries including *CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World,* and *PC World.* IDG's online network includes more than 450 Web sites. IDG's lead generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

Games.net features enhanced video capability

Redesigned site currently offers more than 200 original videos created in-house

Games.net, IDG Entertainment's gaming news aggregation site, this month unveiled a redesign that features enhanced video capability, more community interaction, increased editorial personality and an upgrade of a wide variety of behind-the-scenes tools and technologies, all of which are geared to creating a more compelling experience for both users and advertisers.

games.net
the net effect

*(L-R): **Mary Atchinson**, ad operations specialist; **David Goldberg**, director of operations; **Wendy Chan**, video producer; **Sui Mak**, associate Web developer; **Brian Roys**, associate Web developer; **Brian McKenzie**, Web developer; **Craig Eastman**, director of online product development; **Jason Klingstedt**, lead Web developer; **Justin Lewis**, senior Web developer; **Elizabeth Mitchell**, associate Web developer; **George Jones**, editorial director; and **Dave Rudden**, Games.net editor.*

The redesigned home page includes a new embedded video player that allows video to be integrated into the home page where it is surrounded by editorial (previously Games.net hosted video on a separate page). The player provides a larger image size and improved streaming capabilities and will, in the future, be used to aggregate video content from other gaming sites across the Web, according to **Craig Eastman**, director of online product development for IDG Entertainment.

Games.net currently offers more than 200 original videos created by IDG Entertainment editors and an in-house production team lead by Video Producer **Wendy Chan**. "The videos celebrate the fun and humor of video games and also provide a behind-the-scenes glimpse of the making of some the most popular titles, including interviews with developers and celebrities," Chan explained. In addition, the

continued on page 4

PC World takes lead in cross-IDG campaign

Toshiba marketing project produces nearly 5,000 potential customer leads

Although IDG's enterprise titles have dominated the lead-generation arena, PC World, a more consumer-oriented publication, is making strong headway there as well.

Last year IDG Corporate Sales, led by Director of Integrated Project Management **Mo Barrett**, put together a cross-IDG marketing and lead-generation campaign for Toshiba. PC World was the lead audience and content provider for the Toshiba Durability Report, a non-biased test of Toshiba's Tecra A8 notebook, with IDC, IDG Connect, CXO Media, InfoWorld, Network World and Computerworld providing other facets of the program.

In June, The PC World Test Center created a customized plan to test the notebook in the following three areas: Vibration and Shock (simulations of real-world rough handling), Liquids (spilling water on the notebook) and Drop (free falls of up to one meter). The findings were sent to IDC, which reviewed the Test Center's data, and the eight-page Durability Report, based on the Test Center's findings and IDC market data on mobile computing, was released in August.

Next came a webinar called "Tested Tough: Lowering Notebook PC Cost of Ownership Through Increased Durability." Hosted by CXO Media Custom Publishing Managing Editor **Jim Malone**, who edited the Durability Report, and Toshiba America Marketing Manager Gary Sanders, the webinar reiterated much of the market data provided by IDC, the Test Center findings and the benefits of the Tecra A8. (To see the webinar, go to the link with this article on IDG Central.)

continued on page 5

Inside this issue

IDG Germany unveils new TV studio *page 2*

ChannelPartner hosts navigation test day *page 2*

One on one: IDG Romania General Manager Mihaela Gorodcov *page 3*

IDG Vietnam creates CEO&CIO Club *page 5*

New York Times article recounts employee's high school triumph over Peyton Manning *page 6*

Celebrating 10: Zhuo Qun *page 8*

IDG Germany augments broadcasts with new TV studio

IDG's German publications producing some 500 minutes of video a month

IDG Communications Media AG in Germany has completed another key component of its transformation to a fully integrated media house: the inauguration of a multifunctional Web-TV studio. The Munich-based studio includes a control room, postproduction room and makeup room and two permanently installed sets for high-quality video productions for use on the Internet, DVD and TV. "This studio will help solidify IDG as the technology leader in multimedia marketing of editorial content in Germany," said IDG Communications Media Managing Director **York von Heimburg**.

At present, ChannelPartner, CIO, Computerwoche, GamePro, GameStar, Macwelt, PC-Welt and tecChannel are using the studio to produce about 500 minutes of video per month in various formats, including some, such as the live webcasts, which are interactive. The TV offerings currently comprise interviews, expert discussions, clips for product presentations and industry videos, reports on trade shows and industry events, product tests and webcasts. All the segments can be accessed at the respective Web sites or delivered to specified target groups in a newsletter via an integrated link.

The TV studio includes a news desk as well as a casual interview set.

IDG expects a relatively fast payback on the capital expenditure of about 100,000 euros (US$130,000) for the Web-TV studio, von Heimburg said. "With some 600,000 video users (via Internet and DVD) per month, we have already had a very strong response, making this an outstanding channel for marketing complex content and complicated technological matters to IT decision makers," he said. "Our aim is to generate revenues of more than 1 million euros ($1.3 million) in 2007 with these TV offerings."

COMPUTERWOCHE

*Computerwoche Editor-in-chief **Christoph Witte** (right) interviews a representative from Beck, a consulting company, earlier this month at IDG Germany's in-house TV studio.*

And the future outlook? "The marketing of IP-based video formats is still a new business, but one that is growing very fast," said **Frank Klinkenberg**, head of online business at IDG Communication Media. The TV formats available from IDG cover a wide range of advertising opportunities. They include broadcast sponsoring, intro clips, video and audio webcasts and classic spot placement. Another focus is generating high-value leads for marketing campaigns by industry. These webcasts can be used live or on demand by clearly defined target groups. IDG handles development, presentation, production, transmission and reporting.

While the studio may be new to IDG Communications Media, the medium is not. GameStar has been including video content via CD and DVD along with their print issues for close to 10 years, and four years ago the publication added GameStar.tv to its online premium section. PC Welt began including video on its Web site two years ago; Macwelt, Computerwoche and ChannelPartner got on board last year. CIO and tecChannel have just recently begun using the medium.

For more information, contact Frank Klinkenberg at fklinkenber@tecchannel.de.

ChannelPartner hosts Test Day

Herzlich Willkommen!

*ChannelPartner Editor **Beate Wöhe** welcomes 50 resellers and eight sponsors to a Channel Test Day Navigation session. The day-long event, held at the IDG Germany office in Munich in December and earlier this month in Cologne, enabled dealers to learn more about mobile navigation devices from manufacturers through presentations and a hands-on exhibit. The day included a chance for participants to test the products in their cars. Similar "test days" for notebook computers, smart phones and other devices will be held in other German cities beginning in May.*

one on one the interview

Mihaela Gorodcov
The general manager of IDG Communications Publishing Group in Romania is this week's columnist. Reach her at mihaelag@idg.ro.

Q Briefly describe the IT media business in Romania and how your business unit fits in.

A The IT media in Romania is not in its best shape, as our competitors did not understand in due time the importance of the Internet in particular and the services business in general. We, however, did understand this fundamental change in our business model some years ago and began offering clients a wide range of services, initially in the events and publishing areas and now in the online area as well. We also do customized projects for major vendors. ROCS was the first IT event in Romania and remains the market's most appreciated and respected event. It was easy for us to build around ROCS other events of all sizes — and not only in Bucharest — targeting both IT technology experts and executives in vertical industries and to generate leads for our clients. We at IDG in Romania have always been a step ahead in proposing new things and new projects.

Our competitors have been trying to imitate us in terms of some events and some Web sites, but they are too late. Of course, in Romania, the online revenues are not yet there to compensate for the decreasing of revenues in print. But, with tight cost controls and developing other products and events we shall buy time to get there with online revenues as well. Our online business comes as a natural continuation of our business strategy, as we positioned ourselves a long time ago as a service company. If everything goes by the book, the online revenues will reach 8% to 10% of our total revenues by the end of this year. Maybe that percentage is very small compared to the big countries, but I can assure you it will be very important for us to reach it!

There are more than 10 IT-related titles and many weeklies that include technology sections, but all have fewer and fewer advertising pages. Romania is a very overprinted country, with kiosks full of dailies, and it is a haven for TV stations and radio stations. But the advertising buying/selling process is changing quickly, and people are frustrated trying to understand online vs. print advertising. There is a "cleansing" operation going on in the market, and those companies that can't adapt will close. Online is a fact, and we are moving very quickly toward becoming a Web-centric company.

Q What are you doing in the small-to-medium business (SMB) niche?

A SMB is a very important segment for us. We are using all our means to stay close and to develop various products in order to generate business for our clients as well. For example:

- For the past three years we have organized a road show, "IT&C Solutions for SMBs," outside Bucharest mainly. Now we are doing six events/year in the most important Romanian cities and their suburbs.
- Once a year we print a "how-to" guide for SMBs that is distributed with Computerworld Romania and during events. Computerworld also has a permanent SMB section.
- Last year we launched an SMB site (from Computerworld Romania) that will soon be transformed into a stand-alone site.
- We have an exclusive partnership with the site of an important SMB association to develop products, provide news and comments and promote our SMB events, etc.
- We have partnerships with local chambers of commerce and industry.

We are always discussing new projects internally, and as we have developed our platforms, it is easy to add good ideas or valuable partnerships.

Q Are webcasts part of your product offerings?

A Yes, we are airing our first webcast next month with IBM. We are in preparation to do others with Microsoft, Cisco and other brands as sponsors. We shall start with one or two per month, and hopefully we shall be able to do webcasts more often. They will be three- to five-minute statements on important technologies or case studies, and they will be very well-targeted. The first one sponsored by IBM will address IT managers in the public sector, and the speaker will be a consultant to the Austrian government. We shall also have an interview with this consultant, and both the interview and the translation of the webcast will accompany the webcast.

Q How will Romania's recent admission to the European Union affect your business unit?

A We are affected directly and indirectly by the EU alliance, which, among other effects, has put the IT market here in a state of merger and acquisition mania, and many big infrastructure projects (eGovernment, eHealth, eAdmistration, etc.) are still to be done. We are doing as much as we can to stay close to readers and attendees and provide as much information about IT-related EU topics as possible. We are organizing roundtables on important issues (the HL7 standards for eHealth, the electronic waste

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IDG Romania at-a-glance

Established 1993

Location Bucharest

Number of employees 24

Publications PC World Romania, ComputerWorld Romania, NetworkWorld Romania, Digital World (a quarterly supplement of PCWorld Romania). In addition, a variety of specialty products such as The IT Companies Data Map of Bucharest. (Distributed once a year with PC World and sponsored by distributors, it shows the locations of Internet cafes, service companies and other IT firms.)

Events ROCS, a.k.a. Romanian Computer Show (a four-day event in November that is now the country's most important B2B event in the IT&C market; this year will be the 13th edition), Convergent Networks (annual; the ninth edition in May) and many other smaller half-day or one-day events.

Online http://www.idg.ro and six other sites; 14 e-newsletters.

Intel loves the PC Challenge

When Intel approached IDG Entertainment last year for help in promoting its new Core 2 Duo processor, the solution turned out to be a lot of fun and games.

The GamePro Ultimate PC Challenge pitted two two-person teams against one another in a timed contest to build the best PC using the new chip. More than 50 pairs of would-be contestants from the San Francisco Bay area auditioned for the first contest last year. Two teams were selected, given $3,000 to buy the parts they needed, and eight hours to build their machines and install the software.

The teams were filmed by a small crew of freelancers headed up by IDG Entertainment Video Producer **Wendy Chan**. Although the crew had an outline of the action they wanted to capture, the event was completely unrehearsed so as to approximate the spontanaeity of a reality show, Chan explained. A panel of GamePro editors judged the two machines on criteria including cost, component selection, construction quality and performance. The winning team was allowed to keep both the machine they had built as well as the machine built by the losing team.

Video from the first contest was edited into 10 segments of approximately 5 minutes each and posted over the course of 10 weeks on the Games.net site (http://www.games.net/video/player.cfm?vId=102120).

Intel was so pleased with the program that it signed on to sponsor a second "season," which will launch early next month. In the second season, Chan said, instead of inviting teams of competitors to audition, individuals were required to audition (via videotape) and the four winners were paired up by GamePro editors **Tae Kim**, **Travis Moses** and **George Jones** with an eye toward "creating conflict to make the process more interesting."

Contact Wendy Chan at wchan@gamepro.com.

Games.net

continued from page 1

site includes a Game.net original reality series called "Creating Kaos," (see sidebar below) in which the camera follows the life of an independent game developer struggling to build the world's best massively multiplayer online game, Chan said.

IDG Entertainment has also developed an original 10-video series in conjunction with Intel called the "GamePro Ultimate PC Challenge" (see sidebar at left) in which teams of PC enthusiasts work together to build the ultimate PC solution for all their needs, within a fixed budget. The winning team gets to keep all the PCs built. This program was the cornerstone for a significant and ongoing media investment by Intel, said Chan.

Various community tools encourage users to submit content including comments on stories, product reviews and a new "edgy, humorous and thought-provoking" blog is being written by recently hired Games.net Editor **Dave Rudden**, Eastman said. User reviews are also now being incorporated into product pages.

The site can now also handle video ads, which, according to Eastman, provide a more compelling use experience.

"It is a very effective way to communicate the excitement and action of a video game," he said. "When we combine the video ads with our original video content we can create an experience that is very rewarding for the user and in turn very impactful for the advertiser. Video also generates more repeat traffic, more page views per visit and longer visit duration," he said.

Games.Net is the fastest growing site within the IDG Entertainment network of sites, which also includes GamePro.com, GameProFamily.com, GamerHelp.com, GameDowloads.com, BlogFaction.com, GameRevolution.com, StarWars.com, Modojo.com, WGWorld.com and MegaGames.com. Initial advertisers on the newly relaunched site include Castrol, Comcast, Microsoft, Nintendo, Sega, Scion, Sony Computer Entertainment of America, Sony Electronics, Sony Online Entertainment and the U.S. Army.

Contact Craig Eastman at ceastman@idg-entertainment.com.

IDG Entertainment's reality TV series profiles game developer

"Creating Kaos," an original reality-TV-type series, produced by staff at IDG Entertainment, follows the trials and tribulations of would-be game developer Damon Grow and four friends who have been living together in a tiny, one-bedroom apartment in San Francisco, subsisting on ramen noodles, Chinese food and chips, while they struggle against huge odds to bring a new video game to market.

IDG WORLD UPDATE

*IDG Entertainment Video Producer **Wendy Chan** (center) and Assistant Video Producers **Galen Sterling-Smith** and **Michelle Jones** chose to profile the life and times of a game developer based on his response to an online classified ad.*

The show, which is about to launch its second season, consists of 10 five-minute segments updated each Friday (the complete first season can be viewed now at http://www.games.net/video/kaos/). It has been drawing a large and loyal following since its debut last September and is a frequent topic of speculation and conversation in the blogosphere, according to IDG Entertainment Video Producer **Wendy Chan**.

Chan credits the popularity of "Creating Kaos" to the "rare behind-the-scenes look at the obstacles and sacrifices faced by independent game developers," that the series gives viewers. Grow, who responded to an ad posted on Craigslist by IDG Entertainment, was selected by Chan and Assistant Video Producers **Galen Sterling-Smith** and **Michelle Jones**, for his "compelling story."

In the first segment, Grow calls the effort as the "most painful thing I've ever had to go through," and acknowledges that his "consuming ambition drove everyone [including his wife and child] out of his life."

Chan said Grow's passion for creating a game that would rival the popularity of the world's best-selling World of Warcraft, helped guide her choice. "Most people would say that a guy with no industry experience working on this out of his living room had a one in a billion chance of making it," Chan said. "However, after spending time with Damon, I found that I started believing him. He is charismatic and a natural leader and people are drawn to his project. This is how he convinces people to leave their jobs and work for him for free. This is how he convinced me that I stumbled on the one guy who would make it against all odds."

Contact Wendy Chan at wchan@gamepro.com.

Customer Service Coordinator (CW)

Computerworld is looking for a Customer Service Coordinator join its Strategic Programs & Events team. Primary functions include management of conference registration process; coordination of conference registration lists; management of customer service calls into conference line; onsite management of contract staff; onsite customer service management and frontline staff member for attendee issues; onsite cashier and registrar for financial transactions; administration of online registration and accounting reconciliation; processing sponsor/exhibitor contracted block registrations. Strong Verbal and Written Communication skills are required. Attention to detail critical. Strong Customer Service Skills required. Travel required. Familiarity with Word, Excel, and PowerPoint required. Experience in dealing with hotel rooming lists a plus. Conference or Customer Service Experience a plus.

Location: Framingham MA

Contact: M. Scanlon, Fax: 508-879-3760, Phone: 508-628-4903, Email: jobs@computerworld.com

Director, Business Development (ICS)

The IDG Corporate Sales Team is responsible for building and maintaining relationships with IDG's top domestic customers and their agencies that result in enhanced customer loyalty and satisfaction. This group has had outstanding success over the past two years and is committed to continuing that trend. The Director, Business Development will establish a consultative relationship with each assigned key account and will provide value to clients by staying current with competitive, market, and industry information, developing general positioning and pricing strategies, and creating and presenting advertising products optimized for the marketplace. The successful candidate will have outstanding presentation and highly effective negotiation skills along with a proven ability to creatively represent and sell IDG's domestic portfolio to drive enhanced IDG revenue and profits. Experience interacting with executive decision-makers and the ability to work creatively and to devise innovative marketing solutions to complex sales problems is key. The ideal candidate will have at least 10+ years experience in the IT publishing, research or media sector with emphasis on vendor contact and industry understanding. You will also have a minimum of 3 years selling dedicated online solutions demonstrating a very deep understanding of online media and trends. Qualified candidates must also be detail oriented, self-starting with a strong customer service approach, and possess exceptional communication, analytical and organizational skills. A college degree is a must.

Location: Framingham MA

Contact: B. Ramistella, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

Account Executive - Industry East Coast Major Accounts (IDC)

IDC's Industry Sales Group is seeking an Account Executive who will focus on selling IDC's research products to industry vendor clients primarily on the east coast. This position will report to the Group Vice President, Major Industry Accounts. As a member of a collaborative team, the Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The individual will be responsible for developing and prospecting for consulting, sponsorship and multi-client opportunities in a target set of East Coast Major Accounts, follow up on proposal generation, responding to client requests for information and/or problems, and continuing to enhance the client value proposition. In addition, the individual will attain quota goals from existing clients, build strategic relationships with the client base, and assist with coordinating global account selling. Requirements for the position include 3-6 years of sales experience, along with strong written, analytical, and verbal communication skills. Familiarity with computer hardware industry a plus. The ideal candidate will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. Prior market research industry sales experience is helpful, but not required. A Bachelors Degree (or equivalent) is required. This position may be based out of IDC's Framingham, MA office and will require approximately 10% travel.

Location: Framingham MA

Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Associate Research Analyst (IDC Canada)

Research Associate, Ask IDC and Segments

IDC Canada requires a Research Associate (RA) to assist in the daily activities related to the Ask IDC Inquiry desk and to provide research support to the Segments Research Group. This RA will be an integral member of the Segments Group, which is comprised of 5 research programs, plus the research operations department which manages the inquiry desk, the publishing department, analyst training and corporate coordination. The research programs within

the Segments group include: SMB and Channel Partner Strategies, IT Market Perspectives, IT Opportunity: Healthcare, and the Canadian divisions of Government Insights and Financial Insights. Responsibilities and Tasks: There are two primary responsibilities for this research associate: to assist in the delivery of the Ask IDC inquiry desk for all Canadian research programs, and to provide research support for all Segments research programs. Ask IDC-related duties include: Responding in professional manner to all incoming client inquiries (by email and by phone); Recording all inquiries in IDC's custom customer relationship management (CRM) system (open, record answer and close); Directing inquiries to the appropriate analysts and follow-up when time expectations are not met; Providing additional tracking of key inquiry metrics for internal company use; Assistance on other ad hoc research operations activities when needed. Research Support duties include: Coordinating responses for all inbound inquiries related to Segments programs; PowerPoint chart creation and Excel spreadsheet manipulation for all Segments research programs; Assistance with report writing, consulting projects and scheduling segments meetings. Skills and Experience Needed: Excellent communication, interpersonal and writing skills; Proficiency with Lotus Notes and data entry; Proficiency with Microsoft Office with emphasis on Word, Excel and PowerPoint; Comfortable in customer service role (internal and external); Statistical analysis and research skills; Knowledge of IT and communications industry preferred; Attention to detail and timeliness; Recent graduate (Candidate with 1-2 years of work related experience would be preferred). Full-time position beginning March, 2007. ***Location: Toronto Canada***
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Sr. Research Analyst (IDC Canada)

IDC Canada is seeking a Sr. Research Analyst to ensure that IDC Canada clients continue to benefit from a continuous stream of high-quality and timely insight on the trends and developments shaping the adoption of information technology products and services within the Canadian Financial Services market. The Sr. Research Analyst will also develop a profile within the Canadian IT industry as a key source of expert opinion within this segment. The Sr. Research Analyst will facilitate our clients' ability to make informed decisions on the pursuit of market opportunity within the Canadian Financial Services Market. Primary Responsibilities: Author and deliver CIS documents and presentations needed to support the Financial Services practice area; Manage custom research projects to successful completion; Maintain high-quality, on-time delivery status of the deliverables within this practice area; Act as the primary research contact for customer inquiries, ensuring that inquiry status for the clients of this CIS is continuously kept up to date; Act as a press liaison for the Financial Services market; Ensure consistency with US/worldwide research standards and definitions; Expected to attend relevant in-house briefing, as well as arrange and manage external briefings with program clients. Attributes and Qualifications: Experience in the Financial Services market, especially Retail Banking; Demonstrated written and verbal communication skills; Strong interpersonal skills; Advanced presentation skills; Strong analytical skills; High degree of flexibility and multi-tasking capabilities; Fluency in MS Excel and MS Word; Bachelor degree required, MBA desirable or equivalent experience. Reporting Lines: The Senior Analyst, Financial Services will report to the Vice President, Segments of IDC Canada. The role will also require close relationships with representatives of IDC Canada's business units, including the Services, ICT and Consulting Groups. ***Location: Toronto Canada***
Contact: J. Klepper, Fax: 508-935-4432, Email: jklepper@idc.com

Online Production Editor (IFW)

InfoWorld.com seeks a part-time Online Production Editor (up to 26 hours/week) who enjoys working in a deadline-oriented team environment. This is a hands-on position, optimizing InfoWorld content for online presentation. Basic duties include fine-tuning content and presentation for search engine optimization; adding inline/related links; managing images in CMS; building and maintaining breaking news and Test Center pages, special reports, and slideshows; creating/updating cross-promotional links; troubleshooting tools and page-display problems; and coordinating content with newsletter teams. The ideal candidate will have a minimum of four years online editorial/journalism experience; interest or experience in IT/technology; strong copy edit skills (command of AP Style a plus); and familiarity with content management systems. Job is on-site in San Francisco, and includes benefits. Please send cover letter and resume to jobopps@idg.com and reference "Senior Web Designer" in the subject line.
Location: San Francisco CA
Contact: Job Opportunities, Email: jobopps@idg.com

Get ready for the annual
IDG Employee Opinion Survey
March 6- 23, 2007

What is it?
The IDG Employee Opinion Survey provides employees with the opportunity to anonymously provide their views in a variety of areas, including IDG as a company, business unit image and leadership, work environment, job training, growth potential, management and compensation/rewards/recognition.

Why do we do it?
The Employee Survey is an important communication tool that provides IDG with critical information on the internal health of the organization. Analyzing the results presents IDG and IDG business units with an opportunity to focus on organizational and employee needs and leverage its strengths to maintain a competitive advantage. The Employee Survey is a powerful tool through which employees can facilitate workplace enhancements and organizational change. Over the years Survey results have produced positive changes at the departmental, business unit and company-wide levels.

What happens to the results?
Each IDG business unit receives its overall business unit results, as well as the results of individual departments. Business units are expected to share the Survey results with employees at departmental meetings, providing a forum to further explore any issues raised in the summarized data. Each business unit is then asked to create an Action Plan outlining the most critical issues to address in the coming year, and submit a copy of this action plan to IDG Chairman Pat McGovern.

How do I get access to the survey?
Beginning March 6, 2007, employees at all U.S. IDG business units, as well as IDC offices worldwide, will receive an email from Research Results that includes a unique password and a link to the Employee Survey online. Employees may complete the Survey in one sitting or start and come back later to finish it without losing any previously answered information.

Is the survey anonymous?
Because all data submitted by respondents goes directly to Research Results, Inc., an independent research firm, and is captured in a secure database on the Research Results server, the anonymity of individual responses is guaranteed.

For additional information, contact your Human Resources department.

IDG Vietnam spearheads creation of CEO&CIO Club

Celebrating the creation of the CEO&CIO Club are (l-r) IDG Vietnam and Indochina Managing Director and club president ***Tam Le****; Truong Quang Duoc, vice president, National Assembly; Thang Van Phuc, vice minister of Interior; Vu Duc Dam, vice minister, Post and Telecom, and Vo Hong Nam, club co-founder and CEO, Hong Nam Computer Company.*

Dozens of CIOs and CEOs convened in Hanoi last month for an evening of jazz, wine tasting and camaraderie to celebrate the creation of the CEO&CIO Club. Representatives from international vendors such as Intel, Microsoft and IBM joined government ministers and the U.S. trade counselor for the festivities.

Plans for the organization formed over the past year led by five C-level executives and IDG Vietnam and Indochina Managing Director **Tam Le**. The club aims to give executive-level IT professionals from the public or private sector a united voice on technology matters and enable them to act as trusted, unbiased resources to one another while strengthening their businesses and collectively advancing the CIO profession.

In the first few weeks of the club's debut, 20 executives have joined, and Oracle, Microsoft, IBM, Intel, HP, Lenovo, AutoDesk and Juniper have signed as sponsors. While the group is a non-profit organization, memberships are US$500 with an annual maintenance fee of $200; sponsorships are available at rates up to $10,000.

Members will have opportunities for monthly meetings, professional training sessions, social activities and online information sharing through the site http://www.cxo-club.com. Club members will also be involved in nominating and selecting honorees at the CIO Indochina Conference & Awards, an annual IDG Vietnam event scheduled for late 2007.

Le said IDG Vietnam aims to create online and print properties under the CIO brand at some point, but local publishing laws are restrictive at this time.

Write to tam_le@idg.com.vn or go to www.cxo-club.com.

PCW/Toshiba

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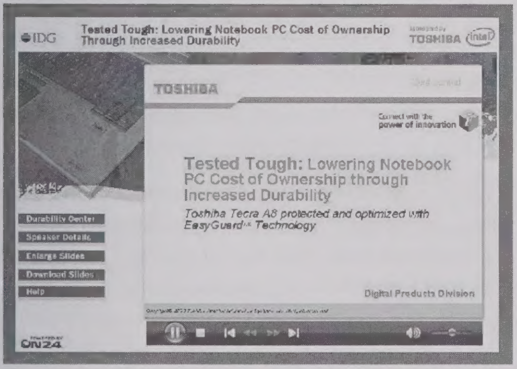
To generate sales leads for Toshiba, the report and the webinar were pushed to PC World's audience using a combination of e-mail blast promotions, banner ads, text links in appropriate PC World e-newsletters and on-site promotions linked to Toshiba's site (PCWorld.com has more than 6 million unique visitors and 38 million-plus page views per month.) There were also advertorial inserts, also edited by CXO Media's Malone, in PC World, InfoWorld, NetworkWorld, CIO and Computerworld.

Additional components of the program that were produced by IDG included the following:

- A three-minute PC Labs Video showed PC World Test Center Data Manager **Jeff Kuta** reenacting the Tecra A8 testing.
- An eight-minute Customer Journey Video, produced and directed by CXO Media Rich Media Producer **Lisa Boles**, showed a real-life Toshiba customer using the notebook at work and some of the mishaps the Tecra A8 guards against.
- An IDC iView Video produced by IDC reviewed the latest trends in laptop security.
- IDC's online Tool ROI Calculator let users input various costs to get an idea of the savings durability can provide. (Go to http://durabilitycenter.com/.)



Tested Tough: Lowering Notebook PC Cost of Ownership Through Increased Durability

Tested Tough: Lowering Notebook PC Cost of Ownership through Increased Durability

Toshiba Tecra A8 protected and optimized with EasyGuard™ Technology

The program's Web elements included a video from the PC World Test Center, an IDC video on trends in laptop security, and this Webinar.

To view the report and the ancillary components users had to register at the Toshiba site, filling in a brief registration form created by IDG Connect asking for basic business-card information. PC World collected 3,650 leads for Toshiba out of a total 4,650 potential leads. The remaining leads were collected via IDG Connect's user database, which pools registered users from other IDG publications in the U.S.

"While PC World is no stranger to lead-generation programs and SMB market opportunities, we have traditionally delivered more display advertising packages due to our volume of site traffic. A program like the Toshiba Durability Report is a milestone in that it demonstrates that IDG sites like PCWorld.com have a firm space in delivering high-impact lead-generation programs for SMB clients," said **Michael Carroll**, VP/publisher of PCWorld.com and Macworld.com. "PC World demonstrated some key advantages and unique qualities that only we could have fulfilled for the advertiser, mainly the testing abilities and credibility of the PC World Test Center. As the business needs our advertisers adapt, PC World is also keen in producing and rolling out more integrated and high ROI programs."

Toshiba was so pleased with the results of the program it has signed on for another notebook-testing program, scheduled to begin in March, that will offer the same components as the Tecra A8 program.

Write to morris_barrett@idg.com.

noteworthy people

New employees

Brian Chan joins IDC Singapore as a senior analyst. Prior to joining IDC Singapore, Brian worked for Synovate Business Consulting; he has also worked in China and Hong Kong, primarily advising multinational companies on market entry and opportunities assessment, partner identification, competitor/customer intelligence and market strategy development. He holds a B.A. in philosophy and sociology from the National University of Singapore and is currently pursuing an M.B.A. with Scotland's Heriot-Watt University. Recently married, he enjoys reading, traveling and scuba diving. *bchan@idc.com*

Hasan

Nadia Hasan is IDG Entertainment's new account executive. Based in New York City, she was recently account executive for DC Comics and MAD Magazine. A graduate of the University of Oregon, she holds a B.A. in business and marketing with a minor in journalism. Away from the office she enjoys music, television and exercising. *nadia_hasan@idg-entertainment.com*

PETER SHORT

Lindblad

Previously a project coordinator with NMS Communications managing hardware and software deliverables, **Anna Lindblad** joins IDC Framingham as a project administrator. She has a degree in business administration from Becker College in Worcester, Mass., and a project management certificate from George Washington University in Washington, D.C. She enjoys following the Boston Red Sox, pursuing outdoor sports and spending time on tropical beaches. *alindblad@idc.com*

CXO Media has hired **James Brevard** as an associate user support specialist; he was previously a buyer with National Amusements. He earned a Technical Certification as a desktop support specialist from Boston University and enjoys music and sports in his free time. *jbrevard@cxo.com*

IDG WORLD UPDATE

Malinowski

Ellen Malinowski joins PC World as a human resources coordinator; she was previously an HR administrator with McKenzie River Corporation. She earned a B.F.A. in graphic design from the California College of Arts in San Francisco. In her free time she is launching a jewelry and metalsmithing business and also does municipal election work with the city of San Francisco. *ellen_malinowski@pcworld.com*

IDG WORLD UPDATE

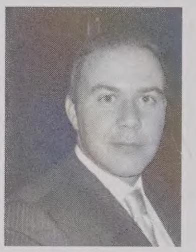
McGee

Mac Publishing has hired **Cas McGee** as a sales associate. He was previously a case clerk with the business litigation law firm of Rogers Joseph O'Donnell and holds a B.S. in industrial and labor relations from Cornell University in Ithaca, N.Y. Away from the office he enjoys snowboarding, music, live concerts and film. *cmcgee@macworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Super Bowl article revives IDG Spain employee's football triumph

When he was a high school exchange student in Pickering, Louisiana, in 1992, IDG Spain's **Manuel Pastor** kicked a 41-yard field goal with three seconds remaining in a state football playoff game to beat the favored team led by a young quarterback named Peyton Manning. Fame enough, perhaps? But no!


Manuel Pastor *today...*

Pastor, now manager of IDG Spain's online activities, has never forgotten the excitement of that day, but he never expected it would have an impact in 2007 — until he read his name in a Feb. 4 New York Times article about Manning, now a famous National Football League quarterback whose Indianapolis Colts team beat the Chicago Bears in the Super Bowl the day the article appeared.

The lengthy Times piece focused on Manning's efforts to forget about the many victories that had eluded him in big-game situations. Part of the article read: "...Manning stood on the sideline and watched an exchange student from Madrid...boot him out of the playoffs. The kicker, Manuel Pastor, had missed an extra point and a 36-yarder. But he told reporters that he prayed to God before his final attempt." Pastor's kick was mentioned later in the article, as well.

"When it happened in 1992, it was a big deal — I had a lot of newspaper and TV interviews and was named Louisiana State Player of the Week — but to live it again 15 years later made me very happy," Pastor said.

The Times reporter tried to connect with Pastor directly by contacting his Madrid high school but could not reach him in time. However, after the story appeared, El Pais, Spain's biggest national paper, wrote an article about the Times piece, and the national radio station SER interviewed Pastor live on one of its highest-rated programs.

...and carried by his teammates after the winning kick in 1992 that beat Peyton Manning's team.

Pastor didn't watch Manning overcome his past demons in the Super Bowl, as it began airing at 1 a.m. Madrid time and "I had to work the next day! But of course I wanted the Colts to win. I think Manning deserves it, as he is a great quarterback and also very much a gentleman."

Write to mpastor@idg.es. See this article on IDG Central for the full Times article. WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

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Wes Nihei *IDG Entertainment*

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Paul Bonarrigo *Mac Publishing*
Robert Kanes *PC World*

19
Miklos Cocron *IDG Germany*

18
Uschi Istavrinos *IDG Germany*
John Pickett *IT World Canada*

17
Thomas Wilms *IDG Germany*
Patricia Smith *IDG World Update*

16
Reinhard Prasse *IDG Germany*

15
Michalina Nowakowska *IDG Poland*
Anders Lotsson *IDG Sweden*

14
Diane Hacker *PC World*

13
Jens Stark *IDG Switzerland*
Peter Vermeulen *IDC Benelux*
Stefan Kaczmarek *IDG Poland*
Lisa Nilsson *IDG Sweden*

12
Damian Sicking *IDG Germany*
Mark Hobson *IDG Australia*

11
Thomas Cloer *IDG Germany*
Carlos Chenel *IDG Spain*
Camilla Lindvall *IDG Sweden*
Enrico Zambetta *Nuov@Periodici Italia*

10
Elliott Kirschling *PC World*
Cort Isernhagen *IDC*
Sascha Alexander *IDG Germany*
Thorsten Enggeling *IDG Germany*
Nobuo Iehara *IDG Japan*
Alan Tang *IDC Hong Kong*

9
Bronwen Cleary *IDC*
Melanie Posey *IDC*
Agnieszka Switkowska-Kreczmar *IDG Poland*
Antoni Bielewicz *IDG Poland*

8
Tracy Yee Vaught *PC World*
David Tapper *IDC*
Sandrine Chiloti *IDG France*

7
Thomas Yager *InfoWorld*
Ed Albro *PC World*
Ramon McLeod *PC World*
Paul Shinhira *IDG Central Services*
Timothy Grieser *IDC*
Jon Dowling *IDG Australia*
Honegger Hansjörg *IDG Switzerland*
Lina Vikman *IDG Sweden*
Jesper Landén *IDG Sweden*
Amedeo Novelli *Nuov@Periodici Italia*
Patrick Val *IDG Netherlands*
Maarten van Hage *IDG Netherlands*

6
David Lake *PC World*
Sabine Anegg *IDG Germany*
Marie Louise Hasbo *IDC Nordic/Denmark*
Richert Volker *IDG Switzerland*
Jiro Arai *IDG Japan*
Kevin Capalbo *IDC*
Michael Pedrotti *IDC*
Cynthia Seavey *IDC*
Ki-Seok Ha *IDC Korea*
Benoit Huet *IDG France*
Papa Niang *IDG France*

5
Richard Gincel *InfoWorld*
Tommy Cheung *IT World Canada*
Dominique Carlier *IDG France*

4
Marc Laporte *IDC France*
Srinivas Injam *IDC Australia*
John Kim *IDC Korea*

3
Neil McAllister *InfoWorld*
Billie Sutherland *PC World*
Coby Smith *IDC*
Anna Ekström *IDG Sweden*
Masamichi Karasawa *IDC Japan*

2
Curtis Poff *Mac Publishing*
Katja Staffetius *IDG Germany*
David Witassek *IDG Switzerland*
Jürg Sommerhalder *IDG Switzerland*
Edite Lopes da Silveira *IDC Brazil*
Daisuke Sasaki *IDG Japan*

One on one

continued from page 3

and how it can be processed without big costs for the end user, and many other such targeted events and debates). We have, both in print and online for each major title, a section for legislation and sometimes we publicize online debates (recently we had the eArchiving law debated on the Computerworld Romania site). At our events, depending on the theme, we invite a government representative to give a keynote speech on the issue. Beginning with ROCS we organized the first of several "international days" (the one with Hungary was particularly successful) to provide business opportunities to our clients in an open and free market like Europe and to learn from other EU countries how to manage the transition.

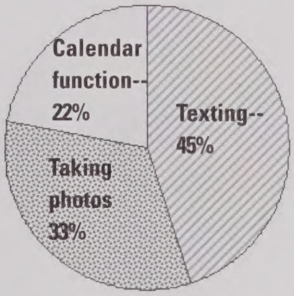
Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

Resources on IDG Central

IDG's intranet, IDG Central (http://wwwidgcentral.com), has a variety of resources, including an online IDG Directory, Corporate Communication materials such as presentation templates, great ideas in the Best Practices Exchange, webcasts from IDG executives, employee blogs, Meet Your Colleague profiles, a grammar tips column, classified ads and more. Go to the site to request a password.

Question of the Week for Feb. 19

Besides making and receiving calls, what do you mostly use your cell phone for?



Log on to www.idgcentral.com to vote on this week's question: Do you have a wireless network at home?

1
Michael Barton *InfoWorld*
Keri Campbell *PC World*
Karen Bagley *IDC*
Alison Vacovec *IDC*
Natalie O'Reilly *IDC*
Ottilia Kissarnoti *IDC Hungary*
Diana Gill *IDC U.K.*
Maciej Zdanowicz *IDG Poland*
Rafael Lima Battistelli *IDC Brazil*
Kim Stensdal *IDG Denmark*
Claudia Santos *IDG Brazil*
Karin Schädler *IDG Sweden*
Hanna Meerveld *IDG Sweden*
Bill Rojas *IDC Hong Kong*
Zulkifli Yusof *IDC Malaysia*
Letchmy Ganapathy *IDC Singapore*
Stefan Bijnen *IDG Netherlands*
Jeroen Jonker Roelants *IDG Netherlands*
Haruko Fujiu *IDC Japan*
Masayo Utsunomiya *IDC Japan*

Business units may send anniversary information to world_update@idg.com.

celebrating 10!

Name
Zhou Qun

Home
Beijing

Joined IDG
Sept. 1, 1996

Career path
1996-1998, IT Engineer, China Computerworld (CCW) Online; January-June 1999, Deputy Director, CCW Online; July 1999-March 2004, Director, CCW Online; April 2004-present, Director, Information System Department, CCW Publishing & Servicing Co.

Current responsibilities
I am in charge of construction and maintenance of the Intranet and servers of CCW Co.

What's kept you at IDG for 10 years?
The Internet is a field full of opportunities, and I like the culture of CCW Co. I have developed new skills, moving from being an engineer to an administrator, and I have many friends here.

Fond memories
I've participated in the weddings of my colleagues who came to CCW Co. after graduating from university and watched them grow in their personal and professional lives.

Most challenging part of your job
Persuading the service provider to provide more service within our limited budget.

Of what accomplishment at work are you most proud?
With others, we set up the online business for CCW Co.

Outside interests
Reading, assembling computers and getting on the Internet.

__Zhou Qun__ was the guest of IDG Chairman __Pat McGovern__ at a lunch in Beijing celebrating his decade of contributions to the company.

Family
My wife Wei Shuang, and my 10-year-old daughter Zhou Shi'an.

What do you want to become when you were a child?
A scientist.

Favorite vacation spot
Paris

Best piece of advice you've ever received?
"Don't expect any returns, just keep doing good deeds."

Manager's profile
"Under the leadership of Zhou Qun, CCW Online increased its revenues from 1 million yuan to 10 million yuan. At present, he leads the Information System Department as it strives to provide first-class information services. Zhou Qun is a straightforward, open-minded person. He is very professional and hard-working. He is very popular among his staff."
— *Qin Chao, vice president, China Computerworld Publishing & Servicing Co.*

More 'Celebrating 10" on IDG Central

To read the full text of these Celebrating 10 profiles, go to the IDG World Update section on IDG Central, IDG's intranet, at http://www.idgcentral.com and click on "More stories."

Guo Ping
Chief Editor, networking storage quarterly, China Computerworld

A reporter and editor for CCW since 1996, Guo Ping has established close ties with a variety of IT enterprises. In her free time she enjoys walking, shopping, going on drives with her husband and reading novels.

Li Xuexi
Deputy Chief Editor, Product & Technology Department, China Computerworld

Liu Xuexi has been an editor with China Computerworld since 1995 and is known for his research skills. Outside the office he makes time for mountain climbing, keeping fit and listening to Qinqiang (Shaanxi Opera).

and finally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Simon Tonner *IDG Entertainment*
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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG publishes more than 300 magazines and newspapers in 85 countries including *CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World*, and *PC World*. IDG's online network includes more than 450 Web sites. IDG's lead generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

IDC Italy's sixth Security Conference attracts huge support

Endorsements, sponsorships and attendees attest to event's premier status

Backed by a record number of end-user associations and promoted through a substantial assortment of pre-event articles in media partner magazines and other leading publications, IDC Italy's sixth annual Security Conference, held Feb. 20-21 in Milan, maintained its standing as the country's premier event for IT security.

MASSIMO GIZZI

IDC Italy staff greeted guests at the registration table. (L-R): ***Alessandra Ughi****, marketing specialist;* ***Tatiana Albuzzi****, conference specialist;* ***Alessandra Melloni,*** *conference manager;* ***Rosalba Culora****, conference manager; and* ***Claudia Corradi,*** *senior marketing communication specialist.*

The nearly 800 registrants were primarily technology directors and security managers representing companies from a variety of vertical sectors. The conference program featured international security experts from business, government and academia and senior IDC analysts who outlined how IT security has to be guided not only by technological specifications but also by economic, organizational and political considerations.

IDC Italy Research Director/Telecom, Internet and Media **Roberto Mastropasqua** presented the results of a new IDC survey on the Italian IT Security market, noting that last year it was one of the main drivers of the country's IT sector. IDC EMEA Western European Security Research and Consulting Manager **Eric Domage** confirmed a similar trend at the European level, with IDC expecting a compound annual growth rate in the security market of 15% across Europe through 2010.

The conference portion included keynote addresses, numerous breakout sessions and case studies from more than a dozen companies. One of the highlights was a debate co-chaired by IDC EMEA and

continued on page 5

IDG News Service shares growing collection of videos

Video is quickly becoming an essential component of IT media Web sites, and the IDG News Service (IDGNS) has emerged as an important resource for video content that any IDG business unit can use. The staff is collaborating with three European business units to plan video coverage of CeBIT later this month and is compiling a basic how-to manual for colleagues new to the video arena.

IDG sites in Sweden, France, Germany and the U.S. were among those picking up this interview of Microsoft Chairman Bill Gates conducted by IDGNS Executive News Editor ***Marc Ferranti*** *at the Consumer Electronics Show in January.*

What started as an experiment last June at the Computex show in Taipei has morphed into a substantial repository of close to 300 videos, most shot by IDGNS staff. PC World, Mac Publishing and InfoWorld have also contributed content. Most of the videos are one to three minutes long. The site (http://www.idgns.com; go to the Videos link on the home page) also has links to vendor-provided "B-roll" footage.

"We entered into this arena in response to persistent and growing customer demand," said IDGNS Edi-

continued on page 5

Inside this issue

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ITWorld Canada acquires major competitor *page 2*
Computerworld's Don Tennant to receive prestigious editorial award *page 2*
One on one: IDC SVP/Worldwide Sales & Marketing Don Best *page 3*
LinuxWorld Open Solutions Summit debuts *page 4*
Celebrating 10: CW's Monica Sambataro *page 8*

IDC Portugal begins 10th anniversary year with IT & Internet Security conference

IDC Portugal kicked off its 10th anniversary year with a "hugely successful" IT & Internet Security conference that furthered solidified the company's leading role as an IT event producer in Portugal, according to General Manager **Jorge Coimbra**. The eight-person company will produce an additional 14 events this year.

To mark the milestone, Coimbra invited **Roberto Masiero**, president of IDC EMEA and Worldwide Conferences, to deliver the keynote address. The event attracted more than a dozen sponsors, including Vodafone, IBM, Bull, HP, Oracle, McAfee, Nokia and EMC and 352 registrants.

Held in Lisbon at the Belem Cultural Center, the conference received excellent press coverage owing in part to a news conference hosted by Masiero for 10 journalists representing local technical and business magazines as well as Portugal's major daily newspaper.

For details, contact Jorge Coimbra at jcoimbra@idc.com.

Pictured at the IDC Portugal IT & Internet Security conference earlier this year are (l-r): ***Antonio Romano****, VP, Southern Europe Region;* ***Roberto Masiero*** *and* ***Jorge Coimbra****.*

ITWorld Canada acquisition leads to dominant market position

IDG's joint venture partner in Toronto, ITWorld Canada, acquired Transcontinental Media's IT Business Group last month. Transcontinental was the one major competitor to IT World Canada, and the purchase leaves IT World with the dominant position in the Canadian market.

"It's our expectation that this move will create a true media powerhouse serving the IT community," said ITWorld Canada President **Andy White**. "While both companies have served their communities well, it has become clear that we've also overlapped in some areas of service and, as a result, have missed some opportunities. Over the coming weeks, we will be finalizing the integration of the companies and reviewing the product portfolios for future synergies."

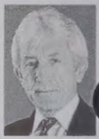
With the acquisition, ITWorld Canada now has in print CIO Canada, CIO Government Review, Computer Dealer News, Computerworld Canada, Computing Canada, Direction Informatique, Edge and Network World Canada. The French-language title and the channel title represent new markets for ITWorld Canada. Online, the properties are InterGovWorld.com ITbusiness.ca, ITworldcanada.com and PCworld.ca. The events portfolio includes Showcase Ontario, Lac Carling Congress, CIO 100, IT 360° and the Frankly Speaking series of executive breakfast among some 40 events.

There have been seven staff reductions between the two companies to accommodate the merger. The approximately 20 people from the IT Business team will move to ITWorld Canada's office within the next few weeks.

IDG and ITWorld Canada began their partnership in 1989; IDG continues to have a 25% share in the joint venture.

Write to awhite@itworldcanada.com.

Briefly noted



Tennant

- Computerworld VP and Editor-in-chief **Don Tennant** will receive this year's Timothy White Award for Editorial Integrity from American Business Media. He will be honored at the 53rd Annual Jesse H. Neal National Business Journalism Awards luncheon March 22 in New York. Tennant joined Computerworld in 2000 and has been editor in chief since 2004. Prior to that, he spent eight years as editor-in-chief of Computerworld Hong Kong.

- Brand spending on mobile marketing more than doubled last year, according to a new IDC report on U.S. mobile marketing and advertising. According to the report, mobile marketing represents one of the most promising opportunities for marketers. The report will be presented at IDC's upcoming Directions 2007 conference in San Jose, Calif. on March 6, and in Boston on March 14.

IDC's Bob Welch addresses India forum

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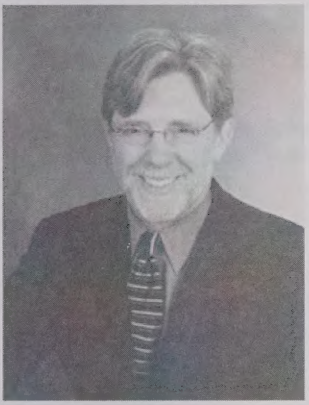
Bob Welch*, IDC group vice president and general manager, Worldwide Services Research, spoke at the India Leadership Forum in Mumbai last month. Organized by India's National Association of Software and Service Companies, a global trade body, the three-day Forum draws business and technology leaders from around the world. Welch chaired a panel on offshore delivery that played to a standing-room-only crowd. IDC India International Sales Manager* ***KR Sreenivasan*** *arranged for IDC's representation at the conference.*

one on one the interview

Don Best
IDC's senior vice president/worldwide sales and marketing is this week's columnist. Reach him at dbest@idc.com.



Don Best joined IDC in June 1984 as an account executive in New York City. Before being named senior vice president/worldwide sales in 1997, Best was vice president for Consulting Sales, Marketing and Operations, having been one of the founders of IDC's consulting program. Since August 2003, he has also been responsible for marketing and now leads IDC's global sales and marketing efforts.

At-a-glance

IDC's worldwide sales and marketing force
329 employees

IDC's top five clients in the U.S. (in order)
Hewlett-Packard, Microsoft, IBM, Intel, SAP

IDC's top five clients worldwide (in order)
Hewlett-Packard, IBM, Microsoft, Intel, SAP

More online

In the version of this feature on IDG Central, Don Best explains how IDC finds new customers for its services.

Q How was IDC's sales performance over the past year, and what are the prospects for the year or two ahead?

A In 2006, IDC sales worldwide achieved double-digit revenue growth as the result of an excellent set of products and services focusing on customers' business priorities. The sales team has been very effective at diagnosing customers' needs, and then offering the right solution, in conjunction with our well-regarded research analysts. It's important to note that IDC is almost always the highest-priced provider, and we can justify this premium by showing the customer the high value of our services. We've also instituted a worldwide negotiation process to help IDC salespeople successfully maneuver around procurement professionals, who are highly trained to drive down prices. I'm happy to say that we've been successful in this challenge.

Over the next year or so, we expect similar growth. Our sales targets are a reflection of the opportunities in the market and of the quality and value of IDC's services. We're very aggressive, but we're also very confident that we will continue to grow.

Q How is the sales function organized at IDC?

A Our organizing principal for sales is to be aligned with customers. We continually analyze how our sales resources can be best deployed to maximize both customer satisfaction and bookings growth, using three categories: size, industry and location. Size relates to the actual and potential revenue opportunity for IDC with a given customer. The bigger the opportunity, the more resources we deploy on an account. In addition to size, we segment account assignments by industry, so that our salespeople become experts in their customer's business and are therefore able to add more value. Location is important for smaller accounts, where we can be more efficient in allocating sales resources.

This way of organizing our sales resources is consistent around the world. Each of IDC's regions, which are the U.S., Canada, Latin America, EMEA (Europe, the Middle East, Africa), Japan and Asia/Pacific, deploy their sales teams in a consistent manner.

Q How does IDC coordinate its sales resources around the world?

A IDC has approximately 300 global accounts, that is, accounts requiring a global account strategy. In each of these accounts, an IDC global account team is deployed to provide seamless global service and to ensure that all opportunities within the account are captured. A global account manager is assigned in the region where each customer is located; a number of regional account managers are assigned to the customer's regional operations. In some cases, we will assign a local account manager to the team to address the customer on a country level. These teams develop and implement account strategies, and their incentive plans are designed to promote maximum collaboration. Our customers tell us that IDC delivers far more value than any of our competitors because of this global selling program, and they reward us by giving us the highest share of spending.

Q How do sales and marketing work together at IDC?

A Since both sales and corporate marketing report to me, it's very easy to ensure close collaboration between the two groups. Our marketing teams are very hands-on in the sales process and clearly contribute to bookings growth. Besides helping sales with leads, the marketing team also gets very involved in formulating customer solutions and proposals on an account-by-account basis. Their intimate knowledge of IDC's services and analyst capabilities adds great value to the sales process.

The IDC marketing team also leads broader initiatives such as branding, marketing communications, sales tools, customer events, product management and marketing communications.

Q Do IDC's and IDG's sales teams work together?

A IDG is the only IT media company with a leading IT research firm. As customers move marketing communications spending into broad solutions-based programs, IDG stands to benefit from its association with IDC. IDG's Corporate Sales team targets a number of accounts with solutions ideas, in coordination with IDC. The wins have been impressive, and we expect to see this business growing even more. One of our recent projects was with HP to support their "Change Artists" campaign, which used video interviews from CEOs and CIOs as its centerpiece. The campaign also included white papers, executive briefs, and interactive ROI tools. CNN.com was also a partner in the program. In addition, I'm a member of the IDG Corporate Sales operating review board which helps in collaboration and overall business planning.

continued on page 7

Coming up

Network World Conference 2007 Spring
March 13
Chiyoda-ku, Tokyo
http://www.idg.co.jp/english/event

CSO Perspectives Conference
March 18-20
Colorado Springs, Colo.
http://www.csoonline.com

SaaS World Conference & Demo
March 28-29
Minato-ku, Tokyo
http://www.idg.co.jp/english/event

IDG U.S. Media Management Institute
(A corporate training program for middle- and senior-level functional managers)
March 27-29
Boston
Contact: Erin Brennan
erin_brennan@idg.com

IDG U.S. Presidents Meeting
April 10
San Francisco
nelva_riley@idg.com

Computerworld Storage Networking World
April 16-19
San Diego, Calif.
http://www.snwusa.com

IDC Sales and Marketing Effectiveness Summit
April 16
New York City
http://www.idc.com

SaaScon
April 17-18
Santa Clara, Calif.
http://www.saascon.com

LinuxWorld Summit
April 18-19
Madrid, Spain
http://www.linuxworldsummit.com.es

Virtualization For Government Forum
An InfoWorld event
April 24
Washington, D.C.
http://www.VirtGovForum.com

LinuxWorld Open Solutions Summit launches in New York

More than 600 attendees braved a snowstorm to attend IDG World Expo's inaugural LinuxWorld OpenSolutions Summit in New York City last month. The two-day event was a regional, vertically focused conference designed to meet the needs and interests of IT professionals who use Linux and open source technologies.

"The summit provided business decision makers with information and resources to implement Linux and open source solutions into business infrastructures for the financial, health care, manufacturing and retail markets," said **Charlotte McCormack**, IDG World Expo public relations manager.

More than 30 companies signed on to be exhibitor/sponsors of the event; IBM and Hyperic used the conference to launch new products. "The sponsors had the opportunity to network with targeted, highly qualified attendees in an intimate environment, as well as participate in a Sponsor Showcase, which gave them the opportunity to show their latest Linux and open source products and technologies," McCormack said.

The conference also saw the official formation of the Open Source Alliance (OSA). "The summit provided the ideal venue for launching the Open Source Alliance," said Barry Klawans, OSA spokesperson and JasperSoft CTO. "With many of the major open source companies attending or exhibiting at the summit, we were able to meet with people who are interested in working together to provide open source applications to businesses."

According to McCormack, attendees said they thought the most valuable aspect of the conference was the case study presentations because "they provided real examples of open source implementations by innovative companies. Being able to hear about the experiences of peers who have already been there and done that and to learn about what worked and what didn't, what obstacles were faced and how they were overcome, will make their transitions to an open source deployment that much easier."

For more information go to http://www.linuxworldsummit.com or contact Charlotte McCormack at charlotte_mccormack@idg.com. WU

LinuxWorld Summit fills need for vertically focused conference

IDG World Expo's LinuxWorld OpenSolutions Summit evolved after recognizing a mandate from the industry for a more targeted, high-level conference in the New York City market that concentrated on vertical markets, such as financial services, health care, pharmaceutical, retail, media and the public sector, as well as traditional technology markets within the industry. (A U.S. East Coast version of LinuxWorld Conference & Expo had been held in New York until it was moved to Boston in 2005.)

As World Expo's Linux events evolved, World Expo decided that the Boston show would no longer take place. LinuxWorld Conference & Expo San Francisco, the original, largest and most comprehensive event focusing exclusively on Linux and open source technologies, continues annually at San Francisco's Moscone Center. This year's event is scheduled to take place August 6-9. For more information go to http://www.linuxworld.com.

IDC China recognized for significant year-on-year sales gains

IDC Vice President of Sales/Asia Pacific **Steve Phillips**, who is based in Singapore, visited the IDC China office in Beijing last month to congratulate the sales team on achieving a 56% increase in year-on-year Q1 sales.

According to Phillips, the Q1 sales increase is the latest example of the team's excellent results and stems from its strong local operation and ability to leverage IDC's Asia/Pacific regional and worldwide products. "Many multinational companies from outside the country are increasing their efforts to boost market share in China," Phillips said.

"While we take pride in working with the Chinese and Asia/Pacific offices of multinational firms, we are especially delighted to be chosen as strategic partners of China-based multinationals, especially those who are trying to expand their domestic markets to other regions. There are great success stories with Lenovo, Huawei and Haier, to list just a few." WU

IDC Vice President of Sales/Asia Pacific ***Steve Phillips*** *and IDC Managing Director, North Asia Subregion* ***D.H. Oh*** *(second and third, back, l-r), visit wi IDC China's sales team (front, l-r): Account Executive* ***Amanda Sun****, Sales Support Specialist* ***Vivian Zhao****, Sales Manager* ***Wendy Wang****. (Back, l-r): Senior Sales Manager* ***James Cui****, National Sales Manager* ***Frank Wang****, Senior Account Manager* ***Michael Chan****. Not pictured: Account Manager* ***Ivy Wang****.*

IDG

Current Jobs, Week of March 5, 2007

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Computerworld						
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	Events	Customer Service Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online Sales	Online Sales Manager	Framinham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
	Sales	Sales Director, Strategic Programs and Events	Framinham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
CXO Media						
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	Edit	Senior Writer	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Online	Online Editor	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Online	Online Managing Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG Communications						
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	General	Management Associate	San Francisco CA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Connect						
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	Sales	Account Executive	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Sales						
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	Sales	Director, Market Intelligence	Framingham MA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
	Sales	Sales Operations Manager	Framingham MA, San Fra	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
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IDG Research						
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	Events	Sponsorship Account Manager	Boston MA	Paul Roberts	paul_roberts@infoworld.com	617-239-7854
	Tech	Senior Web Designer	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Sales	Online Account Executive	San Francisco CA	Job Opportunities	jobopps@idg.com	
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	Marketing	Conference Marketing Coordinator	Southborough, MA	Eric Cormier	careers@nww.com	508-490-6454
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	Tech	Web Applications Developer	San Francisco CA	Job Opportunities	jobopps@idg.com	
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IDC						
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	Consulting	Consulting Manager, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Market Modeler	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
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	Research	Program Director, Software Alliance Leadership Council	Toronto Canada	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manger, Consulting Services Research	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Worldwide Tracker Group	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director or VP, Business Networking Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4267
	Research	Sr. Research Analyst, Small/Medium Business/Home Office	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4100
	Research	Sr. Research Analyst, Sourcing and Supply Chain Managem	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Verticals	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Client Service Representative, Sector East	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Enterprise Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Account Executive - Industry East Coast Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC- Canada						
	Research	Associate Research Analyst	Toronto Canada	Jim Klepper	jklepper@idc.com	508-935-4143
	Research	Sr. Research Analyst	Toronto Canada	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Financial Insights						

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
	Research	Sr. Research Analyst, Payments Practice	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC - Manufacturing Insights						
	Research	Program Director, Supply Chain Strategies	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Sr. Account Executive, Manufacturing Insights	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
IDC- Enery Insights						
	Research	Research Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDG- Government Insights						
	Sales	Sr. Account Executive	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336

Go to http://careers.idg.com to view all current job opportunities at IDG

March 5, 2007

Regional Sales Manager (CXO)

CXO Media Inc. has an exciting opportunity for an experienced Sales Rep based in Framingham, MA to cover sales for the market leading publication, CIO magazine. Reporting to the Associate Publisher, this position will be responsible for establishing an integrated advertising base for the Eastern Region. Specific responsibilities will include direct sales, developing effective sales presentations, support tools, and forging new strategic alliances while maintaining and expanding client relationships with current customers. A minimum of 2 years sales management experience and successful track record of growing revenues is required. Candidates must possess knowledge of the high tech market, extensive contacts in the broad IT industry, experience working with agencies, start-up experience, excellent communication skills, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to highly sophisticated clients. The candidate must be a dynamic, self-starting team player who excels in a fast paced, competitive sales environment. Travel required.
Location: Framingham MA
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Sales Development Manager (CXO)

CXO Media has an exciting sales opportunity for an experienced sales professional working in CXO's CIO service organization. This individual contributor position is charged with selling the CIO Executive council membership program to CIOs and equivalent titles. Candidates must be comfortable and experienced with inside and outside sales and presenting to and closing services with CIO's. They should also be resourceful and persevering in initiating, advancing, and closing the sale cycle. Ideal candidates will have an outstanding record in consultative sales/closing business in an account management environment. Superior verbal and written communication skills, strong organizational and interpersonal skills and 8-10 years experience in a related role are required.
Location: Framingham MA
Contact: Pauline Boyle, Fax: 508-875-4489, Phone: 508-935-4192, Email: cxojobs@cxo.com

Senior Fact Checker (CXO)

CXO Media Inc. is seeking an experienced fact checker. Duties include fact checking for CIO and CSO magazines; occasional research for writers and editors; fielding questions from readers and PR reps; and coordinating fact checking efforts within the department. Candidate must be able to juggle multiple deadlines and tasks; be very detail-oriented; have a positive, flexible attitude; and be both self-directed and able to work collaboratively with writers and editors. Good phone and e-mail communication skills a must. Candidates must be technology savvy, skilled in Web searching, and versed in Microsoft Office tools; familiarity with Adobe InCopy and Lotus Notes is a plus. At least a year of experience fact checking for a newspaper or magazine is preferred. Please include a cover letter with resume.
Location: Framingham MA
Contact: Pauline Boyle, Fax: 508-875-4489, Phone: 508-935-4192, Email: cxojobs@cxo.com

Senior Writer (CXO)

CIO Magazine is seeking a Senior Writer to work out of either our Framingham, MA, or San Francisco office. Senior Writers are responsible for: researching and generating strong story ideas for print and online, participating in and contributing to group ideas sessions, developing expertise in two or three key beat areas, reporting and writing 12 feature-length (2400 words or more) articles a year, plus reporting and writing shorter pieces for both print and online. Candidates must have 5-plus years experience as a staff writer at a trade, business or general interest newspaper or magazine or online publication. They must work well in a collaborative environment and have strong reporting and writing skills; knowledge of the business/technology space; familiarity with the Web; feature-length clips; and basic computer skills. ***Location: Framingham MA***
Contact: Pauline Boyle, Fax: 508-875-4489, Phone: 508-935-4192, Email: cxojobs@cxo.com

Associate Analyst, Pricing Evaluation Service (IDC)

IDC's Pricing Evaluation Service covers competitive pricing data for the major hardware markets in the IT space including PC, server, peripherals, enterprise storage, and networking, both domestically and internationally. This analyst will assist team members in supporting the program's price benchmarking service and core database offerings by developing new analytical tools and models using their spreadsheet and database expertise. Key responsibilities include maintaining price benchmarking deliverables for a wide range of vendor and end-user customers, updating

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database price lists, entering specification data, managing pricing deliverables, and providing client support to the approximately 30 clients in the pricing program. The analyst will also support customers by providing analysis and insight on trends within the various hardware categories (PC, server, peripherals, enterprise). Additionally, the analyst will work to develop new products and services by understanding client needs and wants, and developing creative ways to fulfill them. The analyst will have a strong facility with Excel and Access. A Bachelor's degree is required with a quantitative focus in statistics, economics or computer science. We are seeking someone who is entrepreneurial in mindset, and has experience working independently and thinking critically about information and data.

Location: Framingham MA

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

IDC

continued from page 1

Worldwide Conferences President **Roberto Masiero** with six high-level representatives from Italy's major security vendors on the requirements of extended security and new threats.

"Our partnership with IDC has let us see the accuracy and experience of IDC analysts first-hand, and that's why we decided to sponsor the 2007 edition."

— Enrico Campagna, I.NET

Almost two dozen major security technology vendors signed on as sponsors, some of which had top managers as featured speakers. Adobe, IBM, I.NET, Internet Security Systems, Novell Italia, Symantec and VeriSign participated as top-level Platinum sponsors. Ten end-user associations — seven more than last year — promoted the event to their members, and 20 media partners supported the conference as well.

"IDC's Security event is undoubtedly one of the most prestigious conferences that's held on this topic," said I.NET Marketing Director Enrico Campagna. "Moreover, our partnership with IDC has let us see the accuracy and experience of IDC analysts first-hand, and that's why we decided to sponsor the 2007 edition."

MASSIMO GIZZI

Ezio Viola, *Group VP and general manager, IDC Southern Europe and Vertical Markets & Insights Business Units (left) concluded the event by chairing a panel discussion on the relationship between security and freedom, which involved a lively Q&A exchange with the audience.*

For more detail contact IDC Italy Conference Group Senior Marketing Communication Specialist ***Claudia Corradi*** *at ccorradi@idc.com or go to http://www.idc.com/italy/events/security07/security07.jsp.* WU

IDGNS video

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tor-in-chief **Elizabeth Heichler**. "Given production expenses for this kind of material, sharing video reports via IDGNS is even more cost-effective than sharing text."

Tokyo Bureau Chief **Martyn Williams** and San Francisco Senior Writer **Stephen Lawson** have been the team's most prolific videographers, though a growing number of IDGNS reporters have tested their new skills. One recent video coup that gained high praise from internal customers was an interview with Microsoft Chairman Bill Gates at the Consumer Electronics Show in January conducted by Executive News Editor **Marc Ferranti** and filmed by Heichler. IDG sites in Sweden, France, Germany and the U.S. were among those picking up the video.

"Given production expenses for this kind of material, sharing video reports via IDGNS is even more cost-effective than sharing text."

— Elizabeth Heichler, IDGNS

In addition to interviews, the video collection includes news reports from conferences, shows and other events as well as new product demonstrations.

For CeBIT, the IDGNS team has been talking with IDG editorial colleagues in Germany, the Netherlands and France about the potential of sharing some footage onsite, coordinating event coverage and possibly sharing reports that each business unit can localize with voice-overs immediately, rather than deal with downloading and re-editing them afterward.

IDGNS recently created a set of instructions for videographers. The manual includes a production style guide and equipment list, offers tips on producing video clips and outlines IDGNS specs so colleagues can easily conform to standard formats. While it is still in early draft form, IDGNS is willing to share the current version with interested colleagues.

Another enhancement to the IDGNS video section is a new RSS feed that is easy to access from most Web-based RSS readers.

"It's obvious that video has a strong future on the Web, and IDG's global reach gives us a huge advantage," Williams said, noting that IDG's competitors are nowhere close to matching IDG's current output.

"Even with subscriptions to services like APTN or Reuters TV they won't get some of the things we're covering, because the major video agencies only cover the very largest tech events."

Write to elizabeth_heichler@idg.com. WU

If you don't have an IDG News Service password, go to http://www.idgns.com to request one.

noteworthy people

New employees

IDG WORLD UPDATE

Hines

Previously a senior writer for eWeek, **Matt Hines** joins InfoWorld's Boston office as a senior writer. A graduate of St. Michael's College in Burlington, Vt., he holds a B.A. in English. In his free time he enjoys sports, reading, music, motorcycles and spending time with his children Erin and Brendan. *matt_hines@infoworld.com*

IDG Entertainment has hired **Nadine Jarrand** as a sales manager, a title she previously held at Napster. She earned a B.A. in economics from the University of Maryland and enjoys surfing, reading and cookies. *njarrand@idg-entertainment.com*

IDG WORLD UPDATE

Baki

Audience Development Coordinator **Karim Baki** comes to IDG Entertainment from his role as marketing manager with EZGSA, Inc. He holds a B.S. in business management from Bucknell University in Lewisburg, Pa., and is a music producer. *kbaki@idg-entertainment.com*

IDC's Energy Insights group has hired **Ben Tucker** as an inside sales representative; he was previously an account manager with 800 Response. He earned a B.S. in mathematics from the University of Vermont and enjoys hiking and snowshoeing. *btucker@energy-insights.com*

IDC China welcomes **Jacky Huang** as senior market analyst, Internet. He was previously a senior research analyst with Analysis, responsible for Internet market research. He holds a B.S. in water engineering from Harbin Institute of Technology in Harbin, China, and an M.S. in management science from Communication University of China in Beijing. His interests include travel, writing and film. *jhuang@idc.com*

IDC Malaysia has hired **Kam Kasturie** as senior market analyst, Telecommunications. He was previously an analyst with Frost & Sullivan covering the Japanese network security and enterprise communication markets. He has a degree in electronics and computer engineering from Japan's Takamatsu National College of Technology. Married with two children, he enjoys rock climbing, mountain biking and competing in marathons and triathlons. *kkasturie@idc.com*

Indian Channel World Correspondent **Shantheri Mallaya** comes to IDG India from her role as Bangalore-based staff writer for IT Nation Pvt.'s Channeltimes.com. She holds a post-graduate degree in journalism from Bharatiya Vidya Bhavan in Bangalore, as well as an M.A. in French. She enjoys music and literature. *shantheri_mallaya@idgindia.com*

Returning employees

Young

Donald Young returns to IDG as VP, administration with IDG World Expo. He began his IDG career as mailroom supervisor in 1985, rising to operations manager, before joining ESA as manager/tradeshow finance in 2000. He holds a B.A. in theater arts with a business minor from Bridgewater (Mass.) State College and enjoys pilates, dining out and playing with his new dog, Sally. *donald_young@idg.com*

Employee blogs explore online experiences and observations

IDG Central features two blogs from employees who are sharing their experiences in the online world.

InfoWorld.com VP/General Manager **Virginia Hines** talks about retooling InfoWorld.com from a print-centric into a multidimensional 21st century media business. A recent entry from "Reinventing Media":

"It's exciting to see one of the first articles by our newest InfoWorld reporter, **Matt Hines** (snagged from eWeek), get picked up by Slashdot and Fark. Matt's story on ongoing browser vulnerability contributed 18% of our traffic today and should continue to attract readers for awhile. While popularity on Slashdot, Fark, Digg, and similar sites is unpredictable, it's a valuable traffic channel. One or two favorable mentions can make the difference between a mediocre and a strong month for pageviews. Since the beginning of the year, Slashdot, Fark, and Digg have collectively added 5% to our site's total traffic."

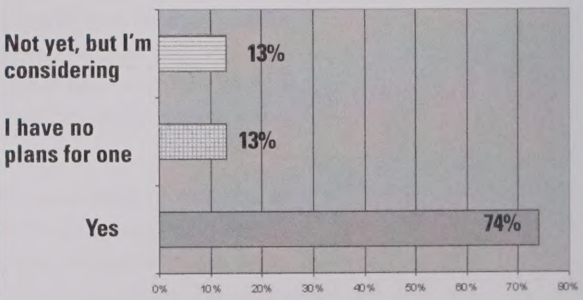
In her new blog, "Community Gardening," PC World/Mac Publishing Online Community Manager **Kellie Parker** addresses the daily challenges of attracting and sustaining contributing users. Noting last week that U.S. presidential candidate Barack Obama's FaceBook page has not approved any friend requests or "support this candidate" requests in over a month, she wrote:

"Social networking sites like Facebook can...allow supporters to meet, organize, donate, and keep up to date on all the latest news. However, as I've said before, there is no such thing as 'just add water' communities, and this is no different. Without upkeep — updating, approving friend requests, etc. — the community will wither and die. Even political campaigns need to garden their social networking communities."

Go to http://www.idgcentral.com for a password.

Question of the Week for Feb. 26

Do you have a wireless network at home?



Log on to http://www.idgcentral.com to vote on this week's question: Do you telecommute?

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
John Dix *Network World*

21
Christine Grelet-Cavelle *IDG France*

20
Eleni Brisbois *Network World*

19
Katalin Kopácsi *IDG Hungary*

18
Fatima Ruiz *IDG Spain*
Zsóka Egyed *IDG Hungary*
Martin Fällström *IDG Sweden*
Evilee Ebb *Network World*

17
Imre Birkus *IDG Hungary*
Györgyi Birkus *IDG Hungary*
Sabine Terras *IDG France*

16
Randy Ross *PC World*
Don Tennant *Computerworld*

15
Ousmane Keita *IDG Czech*
Elizabeth McPherson *IDC*
Elga Legranzini *Nuov@ Periodici Italia*

14
Eva Pechova *IDG Czech*
Marie Söderqvist *IDG Sweden*

13
Gisela Wilson *IDC*
Jai Vijayan *Computerworld*

12
Antonette Cutone *IDG*
Fabrice Dalongeville *IDG France*

11
Ephraim Schwartz *InfoWorld*

9
Wayne Hetherington *IDC*
Ian Sharp *IDG Australia*
József Samu *IDG Hungary*
Mikael Ricknäs *IDG Sweden*

8
Paul Mouradian *IDC*
Eleanor Storch *IDC*
Jonathan Seff *Mac Publishing*
Lisa Hess *PC World*
Jessica Wennberg *IDG Sweden*
Gussie Wilson *Computerworld*

7
Stephen Athan *IDG World Expo*
Juan Orozco *IDC*
Ric Hudson *IDG Australia*
Michele Wescott *Computerworld*

6
Kristina Martinu *IDG Czech*
Ales Mlejnsky *IDG Czech*
Bushra Khalid *IDG*
Andrea Patterson *IDG List Services*
William Stofega *IDC*
József Szigetvári *IDG Hungary*
Koen Zijm *IDG Netherlands*
Zachary Sullivan *Network World*

5
Jaroslav Dammer *IDG Czech*
Dora Yang *IDG China*
Balázs Barabás *IDG Hungary*

4
Vivian Cao *IDG China*
Elizabeth Lindquist *IDC*
Agnes Végh *IDG Hungary*
Daniel Sullivan *Digit*

3
Helena Tian *IDG China*
Mary Dean *IDC*
Paul Hands *IDC*
Noopur Goel *IDC Singapore*
Eiko Iomori *IDG Japan*
Antal Tungler *IDG Hungary*
Jan Westermark *IDG Sweden*

2
Bnni Shen *IDG China*
Alina Qiu *IDG China*
Robert Tons *IDC*
Leigh Worthing *IDC U.K.*
Vaughn Brown *InfoWorld*
Phuong Dang *IDC Vietnam*
Paola Soriano *IDC Peru*
Johanna Littleproud *IDG Global Solutions EMEA*
Kathryn Goryl *Computerworld*

1
Nana Li *IDG China*
Raymond Ho *IDG China*
Tina Ma *IDG China*
Grace Liu *IDG China*
Frank Wang *IDC China*
Cheryl Ganesan-Lim *IDC Singapore*
Puneeta Verma *IDC India*
Pontus Jeppsson *IDG Sweden*
Mark Nederpelt *IDG Netherlands*
Martin Taylor *Techworld*
Cassandra Valentine *Network World*

One on one

continued from page 3

Q How has the push to online changed IDC's sales and marketing strategies?

A On the sales side, there has been little impact in *how* we sell and a huge impact on *what* we sell. On the one hand, there is a huge demand for research on online business models, competitors and buyers; IDC delivers research products that address these needs from several perspectives. In addition, our customers are asking IDC to support their own online marketing activities with premium branded, third-party content, which we provide through white papers, executive briefs, online video and many other creative channels.

On the marketing side, we see two significant changes as the result of the popularity and importance of the Internet as a communications medium. Our communications with customers and prospects have become more tailored and more targeted. For example, for the upcoming annual IDC Directions events in the U.S., we've completely moved to online registration.

The Directions site is also now the best place to go to receive updates on the event, and we will post presentations on the site. This allows customers to retrieve the information they want, when they want it. A second shift in marketing, due to the proliferation of online communications, is the movement from hard-copy sales materials to tailored, "just-in-time" collateral. Online marketing is much more effective and flexible, from a messaging as well as a cost perspective, than traditional brochure-ware.

Q What are the biggest changes you've seen in the last few years in terms of what customers are seeking from IT market intelligence?

A Among the many changes, two stand out. Customers want to find more and more opportunities for sales and growth. As the IT sector matures, detailed segmentation by industry and geography is critical. Customers also want their IT intelligence to be actionable, leading to an increase in sales or cost savings. This means that IDC must present a compelling business case for everything we sell, from research reports to worldwide market models.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com. WU

World Update available as a PDF

IDG employees can receive IDG World Update as a low-res PDF file via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

celebrating 10!

Name
Monica Sambataro

Home
Salem, NH

Joined IDG
1992, copy editor at Network World

Career path since joining IDG
Started at Network World as copy editor; later joined Computerworld staff, working as a copy editor for print, online and special projects.

Current responsibility
Senior copy editor; I edit copy for online and print, and handle page production.

Most challenging part of your job
Not gaining what's known as the "Computerworld 20" — we eat well around here.

Best part of your job
I like the fast pace of producing a weekly and working on content for online and collaborating with writers, editors and designers to perfect our product.

I joined IDG because...
A friend recruited me as a freelancer while I was finishing up with my bachelor's program.

What's kept you at IDG for 10 years?
Working with smart, talented people makes my job interesting and rewarding — I'm always learning.

Interests outside the office
Spending time with family and friends, travel, boating, gardening, painting, reading.

Family
My husband Mark and I have a son Ryan and a daughter Hannah.

Most rewarding thing you've ever done
Raising my children.

What's currently in your music player?
A CD my husband made for me with a mix of jazz, pop and rock.

What book is on your bedside table?
"Snow," by Orhan Pamuk; "The Witches," by Roald Dahl (recommended by my daughter); and "The O. Henry Prize Stories for 2006."

What skill do you wish you had?
There's a list, but one is to speak other languages.

As a child, what did you want to be when you grew up?
An artist.

*Computerworld's **Monica Sambataro** joined IDG Chairman **Pat McGovern** for dinner in celebration of her 10 years of service to IDG.*

Your idea of a perfect day alone?
Puttering around the house, doing things I enjoy (like sewing or gardening) instead of chores I have to do. Of course if the budget allowed, roaming around a city like Paris, doing a little shopping, would be a perfect way to spend the day, too.

Fantasy job
Captain of a ship.

Pets
Max, a Yorkie; and Penny, a Westie.

Your last meal would be
Since carbs wouldn't be an issue, an Italian dish with lots of pasta and fresh bread. And dessert, of course.

Manager's profile
"Monica manages to take everything in stride and graciously takes on any project that comes her way, whether it's copy editing for our Web site and print edition, designing layouts or writing for our Premier 100 issue. Her flexibility, great attitude and sense of humor make her a pleasure to work with."

— Michele Lee DeFilippo, managing editor/production, Computerworld

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Michelle Maher *IDG News Service*
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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG publishes more than 300 magazines and newspapers in 85 countries including *CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World*, and *PC World*. IDG's online network includes more than 450 Web sites. IDG's lead generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

Editor **Mike Simons** joins IDG from Reed where he served in the same capacity at Computerweekly and Computerweekly.com.

Head of Sales **Glen Blake** joins IDG from VNU (now Incisive) where he held the same title at VNUnet.com.

IDG U.K. launches ComputerworldUK in local market

Only online resource aimed exclusively at U.K. enterprise IT managers

IDG's 40-year-old flagship Computerworld brand is read by some 14 million IT professionals in 37 different countries around the globe. But until late last month, U.K. IT managers have not had a Computerworld to call their own. Buoyed by the success of its three-year-old online-only Techworld product for networking professionals, IDG U.K. remedied this situation with the March 1 launch of ComputerworldUK, an online-only resource targeted exclusively at the country's IT managers at medium to large enterprises.

> *"I have had a real insight into the strength of Computerworld's global brand during meetings with senior executives at vendor organizations who spoke with real affection about 'growing up' with Computerworld and demanded an explanation of why IDG had not launched the title in the U.K. before now."*
>
> *— Mike Simons, editor*

ComputerworldUK will aim to attract the same audience as its sister publications around the world including Computerworld U.S. whose tagline, "The Voice of IT Management," it has adopted. While the new site faces competition from CNET, Reed and Incisive (formerly VNU) as well as a "traffic-dominant independent" called The Register, "what they all lack is a clear positioning of their sites and audience segmentation to deliver targeted content," noted IDG UK Managing Director **Kit Gould**. "ComputerworldUK is the only site in the U.K. specifically for the IT manager. All our competitors dilute their coverage by addressing issues from the view of strategic or technical audiences. This lack of focus leads to low penetration levels." (See sidebar, page 4).

"It was precisely the opportunity to develop a

continued on page 4

Inside this issue

Colin Crawford chairs annual MPA digital conference *page 2*

IDC China and CEOCIO magazine co-host China Top CIO Awards *page 2*

One on one: IDG World Expo Executive Vice President Mary Dolaher *page 3*

Global Media Institute lends insight into key IDG issues *page 5*

Celebrating 10: China Computerworld's Li Yu *page 8*

IDC Israel boosts local games industry with day-long conference

In early February, IDC Israel held the first IDC conference focused on the local consumer gaming market. Held in Tel Aviv, the one-day "IDC Sessions: Gaming" event brought together technology start-ups and global leaders as well as investors, game developers, service providers and broadcast companies. Two hundred and twenty people attended this innovative event.

Billy Pidgeon, manager, IDC's Consumer Markets: Gaming Program, delivered the keynote presentation on hot trends in the worldwide gaming industry and discussed Israel's potential to become a leading provider of gaming technology. "In the U.S., many games such as flight simulators and online games evolved from technology and applications developed in the military and research sectors," he said. "It seems to me that technology in Israel could follow a similar path. A greater domestic market for games would also boost opportunities."

YUVAL CHEN

IDC's **Billy Pidgeon** delivers the keynote.

In fact, one of Israel's least-known forays into the gaming world was the development of "Blue Star," a late-90's flight simulator featuring the Israeli Air Force, by Israeli company Pixel. The game received accolades and was reused to create a U.S Air Force simulator called "Jane's Combat Simulation" published by Electronic Arts.

Israel, often regarded as an entrepreneurial hotbed for security, semiconductor and software development, is currently

continued on page 7

in brief newsworthy

IDG SVP Online Colin Crawford chairs annual MPA digital conference

IDG Communications Senior VP Online **Colin Crawford** served as chair of last month's third annual Magazine Publishers of America digital conference, "Magazines 24/7: Connecting with the Consumer." The sold-out event, held at the City University of New York Graduate Center in New York City, attracted 330 people across media companies including Meredith, The Atlantic Monthly, Time, Inc., Rodale, Consumer Reports, The New Yorker, Hearst, Conde Nast, TV Guide, Hachette Filipacchi Media U.S., People, Reader's Digest, Seventeen, Playboy, Martha Stewart Living, and The Wall Street Journal. Attendance was up 30% from last year's conference.

The day-long program featured presentations form David Eun, VP, Content Partnerships, Google ("How Content Providers Can Benefit from the Internet"); and Sarah Fay, president of digital advertising agency Isobar ("Defining Digital Ad Success—How Magazines Can Achieve It"); and panel sessions that focused on "Managing Reader-Generated Content Successfully," "CEOs on Digital Platforms" and "Video: What's Connecting with Consumers."

Delivering both the opening and closing remarks, Crawford discussed IDG's transformation in the U.S. from a print-centric to an online media company, noting that approximately 35% of publishing revenue is currently derived from online. "All of us are facing massive change. We're dealing with brutal realities — the costly dismantling and replacing of legacy operations, cultures and business models with new structures that are not yet fully proven," he said. "However, we know we face greater, potentially fatal risks if we don't transform our organizations and take some chances.

HOWARD SHOLKIN

The IDG contingent at last month's MPA conference included (l-r): ***Thomas Pimental****, analytics and audience development manager, Computerworld;* ***Martha Connors****, VP, general manager, Computerworld;* ***Trino Ramos****, International Publishing Services, VP Latin America; IDG Marketing Communications Specialist* ***Teresina Cardamone****; and* ***Colin Crawford****, who served as chair of the third annual MPA Digital Conference.*

"The most enlightened in our media world will figure how to allow their audiences freedom to create and share their knowledge and to mash up content in a way that engages users while developing the business models that support this change."

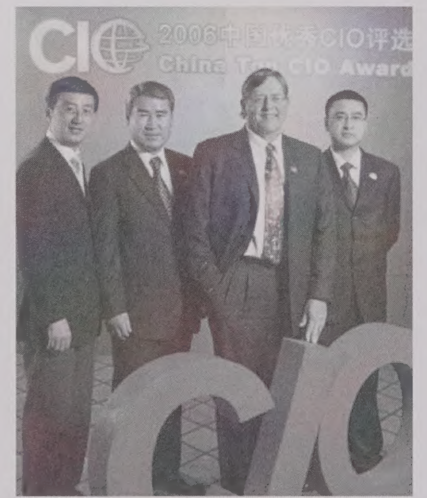
Crawford also discussed the expansion of publishers' roles from content creators to now include the role of "content facilitators." "Audiences will come to us and keep coming back if we provide the platforms, tools and environments that inform or entertain them and allow them the social connections they seek. Active, engaged, participatory communities are our competitive advantage and of course, will be highly sought after by advertisers."

For photos and presentations — including Crawford's opening and closing remarks — go to http://www.magazine.org/digital/21373.cfm.

IDC China, CEOCIO magazine honors Chinese CIOs

For the fifth consecutive year IDC China and CEOCIO magazine collaborated to host the China Top CIO Award program, which promotes the role of China's CIOs and recognizes their contributions to corporate and social achievements. This year's invitation-only event, held Jan. 20 at the Grand Hyatt Beijing, drew more than 300 CIOs from all over China.

As he has in previous years, IDC Chief Research Officer **John Gantz** delivered the keynote speech and discussed "The Flattening World of Enterprise IT: A China and U.S. CIO Perspective." He also served as the chief judge for the awards program.



(L-R): ***Liu Xiangming****, publisher and chief editor of CEOCIO China;* ***John Gantz****, chief research officer, IDC;* ***D.H. Oh****, managing director, IDC/North Asia; and* ***Wilson Wan****, vice president, IDC China.*

The China Top CIO Awards recognize the year's best 50 IT projects in China that successfully use IT to do innovation and change of their business model.

A nine-member selection committee, including two representatives from CEOCIO China and three staff members from IDC China, evaluated more than 800 IT projects. From that group, 50 CIOs won the Excellent CIO in China award, and five individuals from the top 50 received Outstanding CIO awards.

Contact Wilson Wan at wwan@idc.com.

Receive World Update by e-mail each Monday

IDG employees can receive IDG World Update as a low-res PDF file via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

the interview

one on one

Mary Dolaher

The executive vice president of IDG World Expo is this week's columnist. She may be reached at mary_dolaher@idg.com.

Mary Dolaher began her career at IDG in 1983 serving as an administrator and events manager for IDG Chairman **Pat McGovern** and later became director of Corporate Communications. She left IDG in 1996 to run the Electronic Entertainment Expo (E3). She was most recently VP of the Entertainment Software Association (ESA), where she led the team that produced E3.

Q What brings you back to IDG?

A In July 2006 the Entertainment Software Association (ESA) board decided to change the format of E3 Expo from a large, trade-only event to a smaller hotel-based B2B event with no tradeshow floor component. While this decision may have made perfect business sense to some of the ESA members, I knew that there were 300 other exhibitors who would want a tradeshow floor component and had the marketing dollars to support an event. I also knew that IDG's strength in the interactive industry with worldwide Gamepro magazines and Web sites would offer the market support to launch a new event. At the same time, IDG World Expo was undergoing changes, and I believed that my experience in running large events would lend expertise to the current World Expo brands like Macworld and LinuxWorld to bring them to the next level.

Q Why has IDG World Expo decided to get out of the business of producing smaller events?

A It's all about brand! IDG's breadth of publications that cover the various topics such as software as a service or open solutions are a natural fit for those markets. Research will show that attendees, when given the choice to purchase a $700 conference pass, will do so more willingly with a magazine they value and trust rather than with a management company. Therefore, it was a logical step to move the Open Source Business Conference (OSBC) to InfoWorld, SaasCon to Computerworld and Digital ID World (DIDW) to CXO Media. While we are still supporting OSBC and running SaaScon, I believe they will thrive under the respective publications.

Q What are World Expo's priorities this year?

A We are currently launching two new events, the E3 Media and Business Summit in July and the Entertainment For All Expo in October. In addition, we are exploring new show opportunities that are out of the typical high-tech industry.

Q What's the story behind how E For All's name was created?

A E For All was named for gamers by gamers. During my 12 years running E3, the consumers who ultimately keep the industry so vibrant always wanted to go to a show for gamers, by gamers. Many other companies have tried to launch a consumer-type of E3, but those companies didn't listen closely enough to key stakeholders in the industry. I thought it best that if this show is for the industry, we should hold a contest (on Gamepro's Web site) and allow gamers to name the event. Within a few days we had over 3,000 submissions.

Q How are potential attendees and vendors responding to E For All?

A E For All is targeting consumers of interactive software and accessories, which is a very expansive market. We are receiving very positive feedback from consumers, who for years have wanted to attend E3 and could not and are now anxiously awaiting the launch.

Sales for E for All are very robust. We have a number of ESA member companies booked that, ironically, are the very companies that voted to disband the former E3 Expo format! We have strong support from numerous other market segments. We have a Video Games Live concert planned, a college fair, a job fair and have signed a deal with the World Series of Video Games to host their 7,000-person game tournament.

As an event management company, we need to manage the audience's expectations on how the new show will be staged. While we will have a vibrant and exciting show floor, we are enforcing strict size/spending limitations on exhibitors. At E3 exhibitors were spending $12M on a booth to participate for three days and paying for space was the smallest portion of this spend. It's impossible to illustrate an ROI when exhibitors are simply trying to outspend each other. We want to launch a very successful, profitable event in the U.S. and then take this overseas to serve other markets.

Q What is the E3 Media and Business Summit?

A The E3 Media and Business Summit is a B2B event hosted in seven hotels in Santa Monica, Calif., and is an invitation-only event. There will be a software showcase area, however, these are all turnkey kiosks in which participation is tightly managed so as to avoid the competitive pressure events place on companies and to keep the companies from trying to outspend each other.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

IDG World Expo at-a-glance

Locations Framingham, Mass. (headquarters), with staff also located in Fairfax, Va., and San Diego.

No. of employees 42

Web site
http://www.idgworldexpo.com

2007 events
Macworld Conference & Expo (Jan.); LinuxWorld Open Solutions Summit (Feb.); SaaScon (April); LinuxWorld Conference & Expo (Aug.); Next Generation Data Center (Aug.); E3 Media and Business Summit (July); E for All (Oct).

Online-first strategy offers flexibility

The launch and subsequent investment into Techworld (http://www.techworld.com) in the U.K. has demonstrated that an online-only business model can be a profitable one in its own right, noted IDG U.K. Managing Director **Kit Gould**. "Techworld this year will yield a better profit margin than just about any of the print brands we have around the globe. In the U.K. looking at just about any metric you chose — traffic, reach, revenue, or profit — the online-only brand dominates.

That said, brand extensions in the form of print products or events, are not out of the question. "Our strategy is to decide upon the target audience and after the necessary research, launch a Web site. Then, by observing the site metrics and adding our own research of users' preferences, we will be able to assess the viability of introducing events-based projects," Gould said, adding that introducing print components might be possible, "though these are more likely to be sponsor-based reports and briefing papers than traditional print publications," he noted.

One challenge Gould said his team has discovered is that it takes a lot longer to establish an online brand than a print one. "Without a printed and tactile element, you have to work that much harder to get the brand values across, and the online world of RSS feeds, search engines and aggregators make the relationship with your reader more difficult to establish."

"Print products can serve as a regular advertisement for a related Web site," noted ComputerworldUK Editor **Mike Simons**. "But online publishing can overcome this by being quicker to publish and by using the Web metrics we have available to be instantly responsive to readers' needs. In addition, the creative use of our content, aggregated in knowledge centers and special reports, can give it a life that far exceeds that of a paper-based product."

ComputerworldUK.com

continued from page 1

highly focused product for Computerworld's target audience, IT managers engaged in the practical work of delivering enterprise applications, that attracted me to IDG," said ComputerworldUK Editor **Mike Simons**, who joined IDG in late 2006 from Reed, where from 2002 he was news editor at ComputerWeekly.com and Computer Weekly.

Despite at least four serious investigations into launching a local edition in the last 15 years, "circumstances have never been right, and the chance to gain a good return on our money always looked slim," Gould said. However, several market conditions have now changed leading the company to believe the time is now right, he said. Among the factors he cited:

- Online advertising spending has grown very significantly. In the U.K., online spending now outstrips that in print across the industry as a whole, and the pace of the shift to online advertising spending is accelerating.
- The U.K. IT publishing market has consolidated, with many of the company's previous competitors leaving the market. This will allow the remaining players to make a clear and predictable profit, something that U.K. publishers (including IDG) have not always done in the past, he noted.
- Techworld has highlighted that online-only products can offer a lower cost launch than print-based launches together with the ability to grow rapidly to gain a good return on that investment within a reasonable time. Techworld has more than twice the online traffic and three times the revenues of some of its historic, print-centric competitors, Gould said.

ComputerworldUK features a unique design that sets it apart from it competitors, Gould said. "We wanted to create a strong visual identity with both a distinctive color selection and the use of quality images. A welcoming video on the site's home page emphasizes ComputerworldUK's unique mission to serve the needs of local IT professionals in the enterprise and offers a quick overview of the features and new resources available to them."

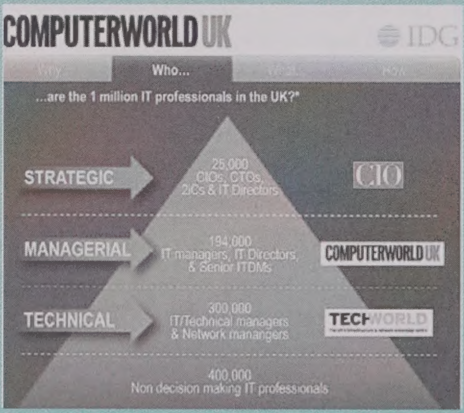
ComputerworldUK is divided into four channels: Management, Technology, Community and Toolbox sections. The Management and Technology channels provide information including news and analysis to assist IT managers in their jobs. The Toolbox and Community channels are designed to allow IT directors and managers to benefit from each other's opinions and experiences and to facilitate communications with colleagues. Visitors will also find a white paper library containing more than 2,500 current vendor offerings, expert briefings and advice on a wide range of technology and general business issues, and forums where IT managers can ask colleagues for advice and opinions.

"We have had a fantastic reception for the site," Simons said. "It is still early, but the IT managers who have seen it are enthusiastic. Journalists from rival publications are impressed, as are the PR staff that represent vendors. I have also had a real insight into the strength of Computerworld's global brand during meetings with senior executives at vendor organizations who spoke with real affection about 'growing up' with Computerworld and demanded an explanation of why IDG had not launched the title in the U.K. before now."

Contact Kit Gould at kit_gould@idg.com or Mike Simons at mike_simons@idg.co.uk or visit http://computerworlduk.com. WU

IT market segmentation is IDG's unique value proposition

Given the huge amount of information available for today's IT professionals, ensuring the relevance of that information is absolutely vital to attracting and holding their attention, noted IDG U.K. Head of Sales **Glen Blake**. "For the first time, the U.K. has a Web site in ComputerworldUK.com that has been designed exclusively for the IT manager."


COMPUTERWORLD UK
IDG
Who...
...are the 1 million IT professionals in the UK?"
STRATEGIC
25,000
CIOs, CTOs, 2iCs & IT Directors
CIO
MANAGERIAL
194,000
IT managers, IT Directors, & Senior ITDMs
COMPUTERWORLD UK
TECHNICAL
300,000
IT/Technical managers & Network manangers
TECHWORLD
400,000
Non decision making IT professionals

The IDG U.K. sales team uses this slide to emphasize IDG's unique ability to target professionals in the strategic, managerial and technical functional areas.

IDG is the only media company that divides the technology market along the natural strategic, management and technical lines, said Blake, who joined IDG U.K. in late 2006 from VNU (now Incisive Media) where he was head of sales for VNUnet.com. "This market segmentation allows IDG business units around the globe to develop brands that deliver targeted content to each of these three key groups of IT professionals. "We position our offerings into a logical framework and underline the advantages of addressing each group's needs directly rather than following the model of other publishers with a one-size-fits-all approach to their customers' information requirements.

"Our core argument is that if you address a CIO in the same way as a network manager, you will make yourself less relevant and useful to both audiences, and hence to your advertisers, said Blake. "We emphasize the need to address each of these groups as distinct entities."

March 12, 2007

Lead Web Designer (CXO)

CXO Media is looking for a Lead Web Designer to join in our Online Publishing Group (OPG) with design responsibilities for Computerworld.com, the new CIO.com and CSOonline.com. Responsibilities include working with editorial, sales, business, creative and technical teams to develop the best possible interactive experiences for readers and sponsors. The ideal candidate will possess 8+ years of print experience and 5 or more years in an interactive design environment, as well as experience mentoring other designers. A strong visual sense, creative agility and ability to juggle while on deadline are essential. Excellent communication, collaboration skills as well as a dedication to quality control are required. Additionally, a sense of humor is always helpful. ***Location: Framingham MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Online Regional Sales Manager (CXO)

CXO Media Inc. has an exciting opportunity for a dynamic, entrepreneurial sales professional to join our team as Online Regional Sales Manager. This position will be responsible for selling CIO.com and CSOonline.com, calling on advertising agencies and marketers to create new business opportunities while maintaining and expanding current client relationships. Specific responsibilities will include direct sales, developing effective sales presentations, support tools, and forging new strategic alliances while maintaining and expanding client relationships with current customers. Candidates must possess knowledge of the high tech market, extensive contacts in the broad IT industry, experience working with agencies, excellent communication skills, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to highly sophisticated clients. This individual must be a dynamic, self-starting team player who excels in a fast paced, competitive sales environment. Candidates should have 4+ years of online media sales experience with strong presentation and closing skills. Travel is required.
Location: Framingham MA
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Program Manager (CXO)

CXO Media has an exciting opportunity for a Program Manager working with CXO's executive community of the most senior information technology executives at leading enterprises worldwide. The Program Manager provides high-touch consultative services to senior level IT executives including peer collaboration, best practice and knowledge sharing, and member expert presentations. The Program Manager conducts program planning interviews with CIO Executive Council members at enrollment, advises, schedules, and follows-up on member-to-member peer matches, and provides support to Council leadership on major program delivery such as Council-wide telephone or web conferences. They also communicate regularly with Development Managers on the activities and status of their accounts, provide the team valuable "storytelling" information about satisfied members, and partner with Development Managers on member renewal. The Program Manager provides feedback to Council management about membership trends and offers proposals for new Council programs and events. Ideal candidates are extremely detail oriented yet adept multi-taskers, have excellent written and oral communication skills, are accomplished researchers, and enjoy a wide variety of tasks and responsibilities in a highly collaborative team environment. 5-7 years of relevant experience and knowledge of the IT industry are required. ***Location: Framingham MA***
Contact: Pauline Boyle, Fax: 508-875-4489, Phone: 508-935-4192, Email: cxojobs@cxo.com

Sales Coordinator (IDGE)

IDG Entertainment is seeking a Sales Coordinator to join the growing sales team in our San Francisco office. This position will report directly to the West Coast Advertising Director. Responsibilities include lead generation, coordinating and facilitating meetings, RFP generation, administrative support and overall account/client customer service. Additional responsibilities include coordinating the advertising function between clients, agencies, sales representatives, production department and billing. This position requires 1-3 years of business experience including excellent phone skills, attention to detail and familiarity with Microsoft Office. Please submit your cover letter, resume and salary requirements to salesjobs@gamepro.com. Indicate "Sales Coordinator" when applying to this position.
Location: San Francisco CA
Contact: salesjobs@gamepro.com, Email: salesjobs@gamepro.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Regional Account Director (NWW)

Network World Inc. is seeking a dynamic, high energy integrated sales professional with 5+ years of outside online media sales experience to handle a large territory. This seasoned professional must have a proven track record in creating new business opportunities while maintaining and increasing current customer revenue. Ideal candidate will be a highly effective communicator with great closing abilities. Applicant must be able to work in a team environment collaborating both internally in Network World as well as externally with the other IDG Business Units. This position will require the ability to deal with various decision makers, including Director and VP levels and work with companies of all size as well as with their ad agencies. ***Location: Paramus NJ, Southborough MA***
Contact: E. Cormier, Fax: 508-490-6454, **Email:** careers@nww.com

VP Online Development and Custom Media (NWW)

The VP of online development and custom media is responsible for ensuring that Network World meets and exceeds revenue projections for all online products and champions the development of new products through internal and external development and partnerships. In this role, the VP works closely with sales, marketing, editorial, IT and all other departments to ensure that our online products are built, priced and supported to meet evolving market needs, and are sold and packaged in innovative ways to help customers meet their sales and marketing goals. The VP will manage NW's existing portfolio of online advertising offerings, lead-based and multimedia products, and will work with the content team to develop innovative new sponsorship opportunities around new and existing areas of coverage. The VP will also help NW envision and capture opportunities made possible by new technology developments.
In addition, the VP will oversee all custom online and print media initiatives for Network World, working closely with sales and doing extensive field work with customers to understand needs and opportunities and to develop outstanding custom offers for customers - programs that build deep, long-lasting relationships by delivering results for buyers. The VP's compensation will be based on achieving revenue goals for NW's online products, as well as achieving revenue goals established for custom media. The ideal candidate will have extensive experience in sales and business development, with proven expertise in developing and delivering on innovative sponsorship programs, particularly programs that combine print and online components. In addition, the candidate will have extensive experience developing pricing, working with customers in the field and building strong relationships with sales personnel to ensure that revenue goals are achieved and customer needs fulfilled. Strong knowledge of key companies and key opportunities in the technology field is a decided advantage. ***Location: Southborough MA***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Staff Accountant (PCW)

PC World seeks a Staff Accountant to join its finance team supporting four IDG business units. Responsibilities include preparing general ledger entries (accruals, deferrals, reallocation of expenses, and inter-company charges); managing postage reports; maintaining T&E tracking spreadsheets; distributing month-end reports; daily auditing and batching of account payables; allocating expenses for split invoices; and maintaining A/P file upkeep. Our ideal candidate will have a BS in Accounting (or work equivalent) with a minimum of 2 years accounting experience. Requirements include excellent analytical, organizational, and written/verbal communication skills, plus the initiative to work independently and the ability to manage multiple assignments. Media experience and proficiency in Excel, Lotus Notes, and MS Word would be a big plus. Please include cover letter, resume and salary requirements, and reference 'PCW Staff Accountant' in the subject line when applying. ***Location: San Francisco CA***
Contact: PCW Jobs, Email: jobopps@pcworld.com

Global Media Institute lends insight into key IDG issues

The IDG Global Media Institute (GMI) class of '07 didn't let a mid-week snowstorm get in the way of their learning more about the strategic issues and leadership challenges facing IDG. Twenty managers from 16 business units in six countries gathered in Cambridge, Mass., Feb. 11-16 to gain a better understanding of the importance of IDG's culture and develop stronger professional relationships with their peers and enhanced management and leadership skills.

LAURIE BUTSON

*(Front, l-r): InfoWorld SVP/Executive Programs & Conferences **Jill Martay**; IDG Human Resources Services Division Director **Alana Dros**; Director, Corporate Communications/Global Headquarters **Susanna Hinds**; CXO Media VP/Human Resources **Patty Chisholm**; IDG List Services VP/Brokerage Services **Andrew Sambrook**. (Back, l-r): IDG Sweden Chief Editor **Fredrik Agren**; Computerwold Online VP/Publisher **Gregg Pinsky**; IDG Netherlands Associate Publisher **Rob Koghee**; IDG Entertainment Marketing Director **Simon Tonner**; IDG Research Services VP/Research **Julia King**; PC World Circulation/Consumer Marketing Director **David Cobb**; IDG Denmark Director of Sales **Ole Bygholm**; PC World Chief Technology Officer **Aaron Jones**; Computerworld Editor-in-chief **Don Tennant**; Computerworld VP/Custom Content **Bill Laberis**; IDG Spain Publishing Director **Juan Ramon Melara**; IDG Finland Editor-in-chief **Antii Oksanen**; IDG Corporate Services Group Business Manager/Finance **Steve Pelosi**; CSO Editor-in-chief **Derek Slater**. Not pictured: IDG Corporate Sales VP/Program Development **Charles Lee**.*

Developed by the IDG Training & Development staff, in concert with senior management, business unit leaders and past participants, the agenda is shaped to reflect the current business environment and key issues facing senior IDG leaders. This year's focus was IDG's continuing transformation to a Web-centric media company. Participants explored creative ways to stretch their brands and grow their audiences while learning about the wide range of ways this transformation impacts every aspect of their business.

> *"From a networking point of view, GMI introduced me to a great variety of very professional colleagues."*
>
> *-- Rob Koghee, associate publisher, IDG Netherlands*

Close to two dozen IDG managers and executives led workshops on topics such as audience development, customer databases, events, media market trends, developing online communities, finance, online research and lead generation. Among the highlights:

- IDG Communications SVP/Online **Colin Crawford** talked about FY07 priorities, including developing more community- and peer-generated content. By making audiences more engaged by giving them tools to communicate with each other, IDG sites aim to improve the user experience and increase pages per user and time spent on site.

- In his presentation about the "Customer Journey," IDG Corporate Sales SVP **Matt Yorke** cited a 2006 IDC survey that showed the Web also surpassed word-of-mouth as the most influential medium for technology buyers' awareness about technology products.

- Rob Curley, vice president of product development at The Washington Post, focused on multimedia journalism, including the Post's new weekly video series, onBeing, in which ordinary people of all ages talk about themselves and the world at large.

"It was an incredible, amazing week!" said IDG List Services VP/Brokerage Services **Andrew Sambrook**. "With IDG's transition to a multimedia, Web-centric company, we need to embrace and anticipate the changing landscape and recognize the new business opportunities presented. From the List Services perspective, GMI has helped reinforce our evolution into a full-service, turnkey integrated marketing solution provider."

"GMI was great," said IDG Netherlands Associate Director **Rob Koghee**. "From a networking point of view, GMI introduced me to a great variety of very professional colleagues. It was interesting to see the differences other business units encounter in terms of their market, the competition, infrastructure, sales challenges, etc."

Throughout the week, the group worked in teams on a case study to consider innovative ways to grow a mock business unit's digital offerings, creating business plans that took into account the rapid decline of print revenue and the growing opportunities in the online space. At the end of the program, a board of directors composed of Yorke, IDG CFO **Ted Bloom** and IDG International Publishing Services President & CEO **David Hill** evaluated the plans.

For details about the 2008 GMI program and other IDG corporate training programs, contact Erin Brennan at erin_brennan@idg.com.

noteworthy people

Promotions

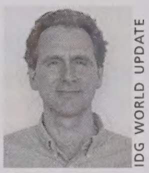
CXO Media Director of East Coast Sales **Brian Glynn** has been promoted to vice president of online sales. "In just six months at CXO Media, Brian has demonstrated his ability to build solid client relationships and deliver innovative programs that drive both revenue and market share," said **Michael Friedenberg**, president and CEO of CXO Media. "His experience, adaptability and sales leadership will serve him and CXO well in his new post." *bglynn@cxo.com*

IDG WORLD UPDATE

Calento

Paul Calento, InfoWorld VP marketing, has been promoted to senior VP, strategic development. "In the past couple of years Paul's role has evolved to encompass so much more than his title would reflect," said **Bob Ostrow**, InfoWorld president and CEO. "He championed our podcast efforts, which helped develop InfoWorld's reputation as an innovator. He played an important part in developing our events sponsorship packages, which are fully integrated media programs that others in our space have yet to replicate. He has championed our entrance into the mobile market, which keeps us earning our innovator reputation. Paul has been playing a key role in developing market-maker, high-margin opportunities (for both vendors and InfoWorld), in emerging IT initiatives. These programs enable InfoWorld to provide unique marketing solutions for vendors and introduce our brand to a whole new universe of companies we've never done business with before." *paul_calento@infoworld.com*

InfoWorld Executive Producer **Allen Fear** has been promoted to director of online content and production for InfoWorld.com. "Since Allen arrived a year ago he has taken on increasing responsibility and been a key player in our rapid expansion of multimedia content as well as in the many improvements that have been made to the site design, functionality, and usability," said **Virginia Hines**, Infoworld.com VP and general manager. "He's moved from an individual contributor role to build a strong online production team, and he's also proven adept at understanding and balancing the needs of all the groups at InfoWorld who rely on the Web site to support content and marketing. Allen is a top performer who consistently anticipates needs, proposes solutions, and goes the extra mile to exceed expectations and deliver great results." *allen_fear@infoworld.com*


IDG WORLD UPDATE

Fear

New employees

PETER SHORT

Doran

Jen Doran joins IDC Framingham's IT Planning group as project manager, a title she also held at her previous job with Staples, Inc. She holds an associate's degree in science from Champlain College in Burlington, Vt., and has two children who keep her busy. *jdoran@idc.com*

IDG WORLD UPDATE

Kwass

PC World has hired **Rose Kwass** as a marketing specialist; she was previously a marketing manager with Simon & Schuster Publishers, where she created and implemented all marketing programs for the children's mass marketing department. She earned a B.A. in English literature at the University of Colorado/Boulder and enjoys skiing, cooking, traveling, frequenting museums, reading, writing and hiking. *rose_kwass@pcworld.com*

Michael Guo is the new managing director of IDC China in Beijing, coming from The Gallup Organization, China, where he was a managing director and board member. A Chinese national, he holds degrees from the Dalian University of Foreign Languages Institute and the Beijing Foreign Studies University and has attended an executive program at the Harvard Business School. Married with a son in college, he enjoys music, art, golfing and swimming. *mguo@idc.com*

New at IDC Singapore is Regional Account Manager **Harsha Sundararaman**; he will be managing the Microsoft and Oracle AP accounts. He was previously senior sales manager with MediaRing Ltd. He holds a graduate diploma in financial management from the Singapore Institute of Management and a B.S. in engineering from Singapore's Nanyang Technological University. In his free time he enjoys traveling, go-kart racing, football, golf and diving. *hsundararaman @idc.com*

IDG WORLD UPDATE

Goodman

Previously managing editor of Risen magazine, **Regina Goodman** joins IDG Entertainment as an ad operations coordinator. She earned a B.A. in communications from California State University/Fullerton. An "aspiring oenophile," she also enjoys writing, blogging, reading, physical fitness and spicy food. On the weekend she works as a Mac specialist at an Apple Store. *regina_goodman@idg-entertainment.com*

Melissa Henderson is IDC Framingham's new Vertical Markets consulting director; she was previously a Strategy and Operations manager with Deloitte Consulting. She holds a B.A. in administrative studies from the University of Western Ontario in London, Ontario, and an M.B.A. from McGill University in Montreal. When not running after her two small children she enjoys running in 10K races, cooking and yoga. *mhenderson@idc.com*

VP, Marketing **Melissa Messier** comes to IDG World Expo from a similar role at Entertainment Software Association where she was in charge of marketing the Electronic Entertainment Expo trade show. She holds a B.A. in political science from Macalester College in St. Paul, Minn., and an M.B.A. from Babson College in Wellesley, Mass. Away from the office she enjoys tennis, skiing and time spent with her three-year-old daughter. *melissa_messier@idg.com*

Previously marketing manager, Managed Services, with Hewlett-Packard Asia Pacific/Japan, **Brett Moorgas** joins IDC Asia Pacific in Sydney as associate research director, IT Services Asia Pacific. He is responsible for leading the analysis and coverage of IT services markets in the Asia/Pacific region, as well as leading the Consulting and Systems Integration practice for the region. He holds a bachelor's degree in business from the University of Technology in Sydney and enjoys cricket, music and catching up with friends. *bmoorgas@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25
Fernando Moran *IDG Spain*

17
István Bíró *IDG Hungary*
John Kelley *CXO Media*

16
Krisztina Selmeczi *IDG Hungary*
Akos Bognar *IDG Hungary*
Imréné Dósa *IDG Hungary*

15
Michael Cooney *Network World*

12
Márta Rácz *IDG Hungary*
Andreas Bergsman *IDG Sweden*

11
Tom Field *CXO Media*
Leo Leger *Computerworld*
Thomas Norton *Network World*

10
Carol Olofson *IDC*

9
Lisa King *Network World*
Nicole Spitzauer *IDG Germany*

8
Michael Fahlsing *CXO Media*
Amy Kotsopoulos *IDC*
Vivian Miles *InfoWorld*
James King *ITWorld Canada*

7
Zoltán Taute *IDG Hungary*
Ian Rubin *IDC*
Pennie Robinson *IDC*
Anna Randag *InfoWorld*
Jon Röhne *IDG Sweden*
Peter Sayer *IDG News Service*
Arne Arnold *IDG Germany*

6
Ann Harris *Computerworld*
Paul Capone *IDG List Services*
Linda Bertolissio *IDG Australia*

5
Jane Skullman *IDG Sweden*
Sara Strong *IDC U.K.*
Jessica Borgrudd *IDC Nordic/Sweden*

4
Robyn Patty *PC World*
Luis Garcia *IDC Mexico*
Roberto Gutierrez *IDC Brazil*
Ginga Hyodo *IDG Japan*

3
Catherine Mallen *CXO Media*
Albert Sacco *CXO Media*
Karen Bornstein *Network World*
Alejandro Florean *IDC Mexico*
Rob Koghee *IDG Netherlands*

2
Joseph Nguyen *CXO Media*
Jill Paquette *CXO Media*
Anil Kumar *IDC*
Kristin Hambleton *IDC*
Charles Lee *IDG Corporate Sales*
Michael Tavares *IDG*
Rachel Hunt *IDC U.K.*
David Price *PC Advisor*

1
Leslie Baldi *IDG*
Dawnielle Cramblet *IDG Entertainment*
Allen Fear *InfoWorld*
Bill Rojas *IDC Hong Kong*
Steven Schwankert *IDG News Service*
Fatma Erdem *IDC Nordic/Denmark*
Sebastian Weidenbeck *IDG Germany*

IDC Israel games conference

continued from page 1

experiencing an influx of investment in consumer technologies development, and gaming is one of the areas local venture capitalists are interested in. "Games are a great showcase for technology and providing high-performance services," Pidgeon said. "They are a driver for ancillary industries such as PCs, home entertainment, interpersonal and network communications, Internet and Web businesses, advertising and more. Developing countries and regions such as Israel have seen more gaming development business due to outsourcing incentives from U.S. publishers. Another solution to skyrocketing game budgets is to provide technology that enables faster and more efficient production to save development man-hours."

IDC Israel is currently planning a first-of-its-kind technology roadshow to showcase Israeli gaming technologies in California.

Gilad Nass, IDC's EMEA Emerging Technologies research director, briefed attendees on the current trends in which Israeli companies are involved, and what they can expect in these markets. "Wii's interface success and past interface innovations such as the Sony EyeToy open up the field for man-machine interaction in the gaming world," Nass said. "Israeli companies such as Prime Sense, 3DV and XTR, which are developing 3D cameras and software, are joining a trend to enable a more natural interaction between the gamer and his or her gaming device. These companies and their competitors are working on technology to allow the gamer's body to control the game, thereby allowing a much more interesting experience than using a keyboard, mouse or gamepad," Nass said.

Another hot market niche is in-game advertising, said Nass. In-game advertising is a group of technologies that enable advertisers to place dynamic ads within games on the move. This is a major step forward from the past in which a publisher sold "life-time" advertisement within a certain title. Last year, Microsoft acquired market leader Massive for a reported $200 to $400 million. At least two Israeli companies, Double Fusion and Exent, are providing in-game advertising technology, and a few days after IDC's event the market was again reinvigorated after Google announced it had acquired in-game advertising vendor AdScape Media.

The success of the conference brought with it demand from local startups, service providers and broadcast companies for more gaming-oriented added-value networking opportunities, so IDC Israel is currently planning a first-of-its-kind technology roadshow to showcase Israeli gaming technologies in California. "The close relationship between Israel and the U.S. around emerging technologies in various fields is an opportunity to leverage IDC's global presence and close working ties with gaming industry players, big and small," said **Asaf Lev**, business development director of IDC Israel. "Shortening the timeframe that is needed for these young companies to make ties with their respective partners and customers is the main benefit of such a roadshow, but the U.S companies are also enjoying the chance to compress a few months of scouting and business development into one single week."

For more information, please contact Asaf Lev, director of business development, at alev@idc.com.

celebrating 10!

Name
Li Yu

Home
Beijing

Joined IDG
April 1, 1996

Career path
April 1996-June 1998, reporter, China Computerworld (CCW); July 1998-November 2005, Vice General Manager, China Computerworld Publishing & Servicing Co., Central East Branch; December 2005-March 2006, Vice General Manager, CCW Online; April 2006-present, HR Manager, CCW Co.

Current title
HR Manager, China Computerworld Publishing & Servicing Co.

What's kept you at IDG for 10 years?
There are always more opportunities.

Best way someone could compliment you on your work?
Say "He is trustworthy."

Of what accomplishment at work are you most proud?
I took the lead to set up the CCW Co. Central East Branch in Shanghai. The company made a profit of over 10 million yuan (US$1.29M).

Outside interests
Reading, listening to music, movies.

Family
My wife, Xiang Yuan, and my 5-year-old, Li Xiangyi.

As a child, what did you want to become when you grew up?
A lawyer.

Favorite movie
Out of Africa

Li Yu *was the guest of IDG Chairman* ***Pat McGovern*** *at a lunch in Beijing celebrating his decade of service with China Computerworld.*

Best piece of advice you've ever received?
"Action outweighs thought."

Manager's profile
"When Li Yu was a reporter at CCW, he won the 'Good Article' award for four successive quarters. As general manager of CCW Group Central East Branch, he launched CCW Co.'s first branch company and the first local edition of CCW, making it the most influential IT newspaper in China's central east area. He was evaluated as a 'Model Employee' for two successive years in Shanghai and won the 'Excellent Manager' award because he played a key role in helping the branch company be highly profitable."

— Rao Jianping, general manager, CCW Online

Looking for a vacation rental? Check out IDG Central classifieds

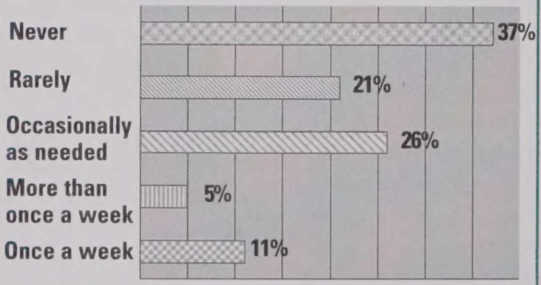
Planning a vacation? Want to host an exchange student? Need to sell a few items to make room in your garage? Post your own classified ads on IDG Central or check it periodically to see what's been added. Among the current offerings:

- Two employees from IDG Spain in Madrid would like to host high school students in July or August so their children can practice their English skills.
- Vacation rentals are available in the Caribbean, Cape Cod, Maine, New Hampsire, Vermont, Arizona, Florida and Wales.

Need a password? go to http://www.idgcentral.com.

Question of the Week for March 5

Do you telecommute?



Log on to www.idgcentral.com to vote on this week's question: How often do you wash your at-work coffee mug?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Karen Ren *IDG China*
Howard Sholkin *IDG Communications*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG publishes more than 300 magazines and newspapers in 85 countries including *CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World,* and *PC World*. IDG's online network includes more than 450 Web sites. IDG's lead generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

IDG, IDC team up to present second Marketing Summit

Event strengthened client ties, offered networking, information exchange

Seeking new approaches to customers and prospects and working more collaboratively with them, nearly 80 senior IT marketing executives came to the second IDG Marketing Summit in San Francisco recently to get advice and ideas from C-level industry leaders and experts from IDG and IDC.

Organized by IDG Communications and IDC and hosted by IDG Communications President **Bob Carrigan** and IDC President and CEO **Kirk Campbell**, the goal of the half-day event, titled "Engaging Prospects – Retaining Customers," was growing relationships.

"IDC and IDG are looking to develop and enhance relationships with clients and prospects," said IDG Communications and Marketing Programs Director **Howard Sholkin**, "while giving attendees an opportunity to learn from their peers and gain insights from CIOs and CMOs." Two dozen IDG and IDC senior managers were on hand to network with guests.

Sholkin called the event a success. "The guest turnout was 30% higher than last year's inaugural event in Boston, with a good mix of senior-level executives from large and small companies," he said, adding that he'd already heard that some business oppor-

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IDG WORLD UPDATE

(L-R): Hewlett-Packard Senior Marcomm Manager Alex Flagg talks shop with IDG Communications President ***Bob Carrigan*** *and IDC VP* ***Rich Vancil****.*

IDG Denmark event spotlights future of Internet

Conference focuses on coming trends; awards highlight superior Web design

With an eye toward both current and prospective Web development trends, the staff of Computerworld Denmark organized a two-part event on Feb 20: an awards program to recognize outstanding Web design and a conference to discuss the future of the Internet.

The conference, held at the Hotel SAS Radisson in Copenhagen, drew approximately 200 webmasters and Web designers. With more than 80% of them paid attendees, the event was a profitable venture.

Computerworld Denmark is collaborating with IBM to create a presence on the three-dimensional virtual world Second Life (SL) (http://www.secondlife.com), and several of the featured speakers had ties to Second Life. Among them: John Lester, a community builder at Linden Lab, SL's creator, and known by his SL identity, Pathfinder Linden; SL's star designer, Alyssa LaRoche, known by her SL avatar name, Amee Weber; and Kevin Aires, the project manager behind the IBM/SL initiative. The major Danish TV networks provided live coverage from the conference, which, in part, explored the business possibilities that exist in a world like Second Life. (IDG World Update will report more fully on Computerworld

continued on page 4

COMPUTERWORLD

Her er Danmarks webchamp 2007

The Feb 23 issue of Computerworld Denmark included coverage of the Webchamp Awards and the conference.

Inside this issue

IDC's Industry Insights companies join forces for conference *page 2*

Braille version of PC World has more than 560 subscribers in the U.S. *page 2*

One on one: IDG Chairman and Founder Pat McGovern *page 3*

IDG News Service's "red alert" service keeps editors abreast of breaking news *page 4*

Celebrating 10: China Computerworld's Lin Runhua *page 8*

IDC's Industry Insights companies join forces for conference

IDC's five Industry Insights companies collaborated on their first conference this month, educating IT suppliers about technology buyer behavior, needs and investment priorities within the energy, financial services, government, health and manufacturing industries. The half-day event in San Jose, Calif., drew close to 200 attendees, primarily mid- to upper-level sales and marketing managers in industry from major IT companies as well as specialized vendors that want to more effectively serve current clients or break into a new industry sector.

According to **Miriam Kutcher**, vice president of marketing, Industry Insights '07: Optimizing Industry Go-to-Market Strategies provided attendees with in-depth insight into how they can improve their position in targeted industries. The event was held the day before IDC's Directions conference, also in San Jose. The evaluations have been "so positive," Kutcher said. As one attendee from Cisco noted, "This was, hands down, the most relevant conference I've attended in years."

Meredith Whalen, group VP/ general manager of IDC's Vertical Market Business Units, presented IDC's latest research on the best IT opportunities by industry and the top challenges IT suppliers are grappling with in each sector. In terms of worldwide IT spending, the five sectors had an average growth rate of 6.2% from 2006 to 2007.

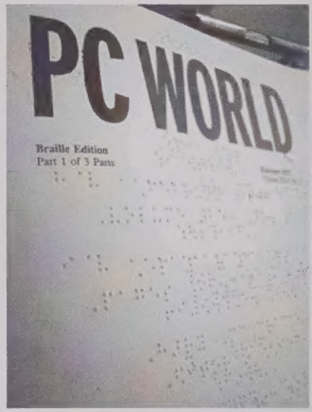
Of the 100 IT suppliers surveyed, close to 70% said their biggest challenge with a vertical strategy is that they don't train their sales force enough on industry issues.

Attendees then broke into tracks grouped by industry, in which more than 20 Insights analysts led workshops on effective sales and marketing strategies and how to break into the CIO's short list of preferred companies. A third workshop featured CIOs discussing how IT suppliers can work with them as partners and what top three mistakes will get a vendor shown the office door.

For more information, please contact Miriam Kutcher at mkutcher@idc.com. WU

Braille version of PC World read by more than 560 subscribers in the U.S.

Not only are there 49 editions in the PC World global product line, but the U.S. edition of PC World is also published in braille.



The content of an average issue of PC World is printed in three braille volumes of no more than 120 pages each.

For at least the past seven years, the National Library Service for the Blind and Physically Handicapped of the Library of Congress has contracted with an outside organization to translate PC World into braille. The Associated Services for the Blind (ASB), based in Philadelphia, has had the current contract since January 2005. Each month ASB receives two copies of the issue directly from PCW's printer and a CD of the electronically formatted magazine from IDG International Publishing Services in Boston.

Using software that transcribes print into braille, ASB uses the CD to make an automated translation of the content, which is edited and reviewed. The braille is then proofread by a certified blind proofreader. When the manuscript is completed and approved, it is embossed onto zinc plates, printed on a Heidelburg printing press, collated, stitched and shipped. The entire process is completed within a month.

The content of an average PC World issue is printed in three volumes of no more than 120 pages each. According to an ASB representative, that is the maximum number of pages used in a braille magazine. Each volume has its own table of contents, and the magazine is printed on 11" by 22" sheets that are folded in half. There are no ads in the publication; if there were, according to postal regulations, the magazine could not be mailed with the classification "free matter for the blind."

Approximately 565 people in the U.S. currently subscribe to the braille version, which they request through their state's library for the blind. WU

Coming up

SaaS World Conference & Demo
March 28-29
Tokyo Conference Center
Minato-ku, Tokyo
http://www.idg.co.jp/english/event.html

IDG US Media Management Institute
(A corporate training program for middle- and senior-level functional managers)
March 27-29
Boston
Contact: Erin Brennan
erin_brennan@idg.com

IT Roadmap: Chicago
April 4
Donald E. Stephens Convention Center
Chicago
http://www.networkworld.com/events

U.S. Presidents Meeting
April 10
San Francisco
nelva_riley@idg.com

Computerworld Storage Networking World
April 16-19
Manchester Grand Hyatt
San Diego
http://www.snwusa.com

IDC Sales and Marketing Effectiveness Summit
April 16
New York Marriott East Side
New York City
http://www.idc.com

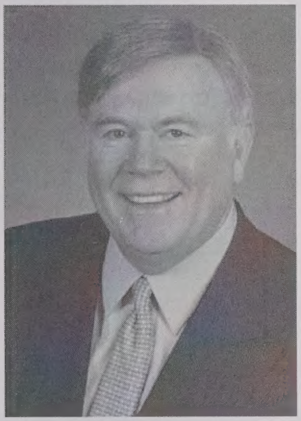
Tech Tour: Network & Application Acceleration
April 17
Sheraton San Diego Hotel & Marina
San Diego
http://www.networkworld.com/events

the interview

one on one

Pat McGovern

The founder and chairman of IDG is this week's columnist. Reach him at pat_mcgovern@idg.com.



> *"In the past, IDG Communications was considered a publishing company, with Web sites and events as ancillary activities. Now it is more accurate to define IDG Communications as a Web-centric information company, with print publications and events as ancillary activities."*

Q Can you share with us the rate of growth in operating profits that IDG achieved in the first quarter of FY07? What are the expectations for the second quarter of FY07?

A For the first quarter of FY07, IDG exceeded its operating profit plan by 5% and increased its operating profit over the first quarter of FY06 by 216%! This substantial gain in operating profit year-over-year was a result of the strong revenue growth in our online activities and events, both of which have higher profit margins than print. This trend is continuing in our second fiscal quarter, and we expect that our operating profits in this quarter will be nearly 400% ahead of the second quarter of FY06!

Q What do you expect the revenue split will be at IDG Communications U.S. between print, online, and events in this current fiscal year, and what do you forecast the split will be in FY10?

A For this year, I forecast that online revenue will be 35%, event revenue will be 16%, and print revenue will be 49% for IDG Communications U.S. By FY10, I forecast that online revenue will be 44%, event revenue will be 18%, and print revenue will be 38%.

Q As IDG Communications moves toward having the majority of its revenue from online services, does that change the definition of the type of company that IDG Communications is?

A Yes. In the past, IDG Communications was considered a publishing company, with Web sites and events as ancillary activities. Now it is more accurate to define IDG Communications as a Web-centric information company, with print publications and events as ancillary activities.

From a practical point of view, what this means is that IDG Communications in the future will typically launch new brands first as Web sites available to PC users and increasingly to mobile device users accessing the Web site from the "third screen." Content will be provided to the new Web site by selecting the appropriate stories and reports from IDG's International News Service supplemented by content prepared by information coordinators and writers dedicated to providing content to that Web site. We will promote awareness of the Web site by sending e-mail announcements across our customer databases and to other appropriate databases where people logically interested in the content of the new Web site can be found.

As people visit the Web site and find it relevant to their interests, we will gather their email addresses and demographic information by having them register to receive e-newsletters, white papers, webcasts, etc.

Once we have developed an adequately-sized database of visitors to the website, we can begin to do e-surveys of them to determine (a) the conference subjects they desire and the time and place where these conferences should be held, and (b) if they desire a print publication and, if so, what frequency, format, and subscription price they would prefer. If the e-survey shows that there is a strong demand for a print publication and a willingness to pay for it, then we can contact advertisers to determine their willingness to support such a publication. If the print publication's costs can be covered via advertising and subscription revenue, we can then launch a print publication.

Q What other advantages do you see to launching new brands as websites first and only doing a print publication if the audience of the website indicates a strong desire for one?

A For most of our brands, the number of visitors to the Web site of the brand is already larger than the total readership of the print publication. Since the Web site creates the larger total audience, it is logical that the Web site should be the first way that the brand is established in the marketplace. Therefore, the print publication and events would have an audience that would be a subset of the audience of the Web site. So it is logical to evaluate these activities through determining if there is a need for these products and services among an adequately sized subset of the audience of the Web site.

Also, it typically costs $1 million or more to launch a print publication in order to find out if it will be accepted by the marketplace. It takes a much smaller investment to launch a new Web site and determine if an adequate audience exists for that Web site.

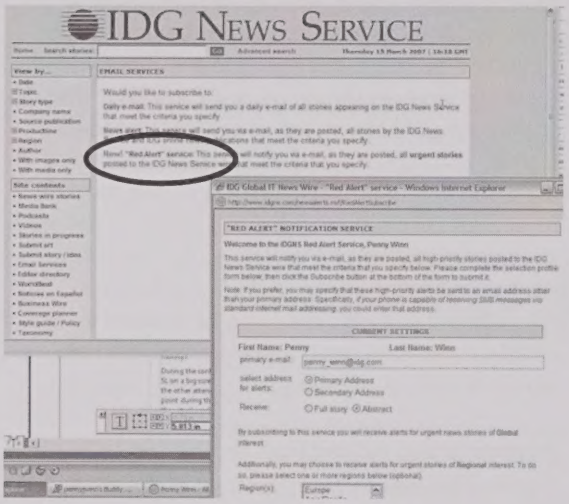
The other advantage of the Web site over print is that the audience can contribute a large volume of useful content to the Web site via blogs, forums, polls, podcasts, white papers, etc. This very useful content may be of high interest to only 10% to 15% of the audience of the Web site. Therefore, it would be inappropriate to pay the cost to publish this content in a print publication which would be sent to the entire subscriber base of the publication.

Q I understand that IDG is doing very well in the venture capital business. Do the results of

continued on page 7

IDGNS "red alert" keeps editors apprised of breaking news

At the request of IDG editors who don't want to miss a really big breaking news story, the IDG News Service has added a new e-mail alert system called the "red alert" service.



IDG NEWS SERVICE

EMAIL SERVICES

"RED ALERT" NOTIFICATION SERVICE

CURRENT SETTINGS

First Name: Penny

primary e-mail:

select address for alerts: ◉ Primary Address ○ Secondary Address

Receive: ○ Full story ◉ Abstract

Region(s): Europe

To subscribe to the News Service's new red alert service, log on to http://www.idgns.com and click on "Email services" on the left-hand navigation bar. On the next page, select "red alerts" and fill out the form, including your regional preferences if you have them.

When a very important news item is posted to the wire, subscribers to the red alert service will receive an e-mail notifying them of the story, with the headline and a link. When subscribing, you may enter an alternate e-mail address, such as for a mobile device, if you would prefer to receive these urgent alerts via your phone, for example, rather than in your regular e-mail inbox.

IDGNS users can choose to receive only stories deemed of "global" importance in the world of IT (a recent example would be Oracle's acquisition of Hyperion) or they can receive stories that are judged to be of great importance in a particular region (Europe, Asia-Pacific, Africa-Middle East and North America). This distinction is being made because some business units that subscribe to an XML feed of IDGNS content are using the tag associated with the red-alert service to automatically post content to their Web sites. A story that has major impact in one region might not be seen as being equally interesting in another.

"Deciding what stories are worth tagging for the red-alert system is a new process for us, so we're interested in feedback from online editors about the choices we make," said IDGNS Editor-in-chief **Elizabeth Heichler**. "We don't want to spam people, but we don't want them to miss stories that they would have liked to have known about immediately."

To subscribe, log on to http://www.idgns.com and click on "Email services" on the left-hand navigation bar. On the next page, select "red alerts" and fill out the form, including your regional preferences if you have them.

Contact Heichler at elizabeth_heichler@idg.com. WU

IDG Denmark event

continued from page 1

Denmark's Second Life collaboration with IBM in an upcoming issue devoted to the topic of online community.)

During the conference several presenters went into SL on a big screen and were joined in SL by some of the other attendees at the conference. "At one point during the day we were in the real world and the virtual world at the same time," said Computerworld Denmark Editor-in-chief **Mikael Lindholm**. "You need to shake your head once in a while!"

The presentation of the Webchamp Awards concluded the conference. Six months ago, CW Denmark teamed up with the IT University of Denmark and the country's leading usability consultant, Userneeds, to survey CW readers and thousands of Danes from all walks of life to determine which sites and designers provide the country's best Web experiences.

Approximately 2,200 nominations poured in, and the 15 most-mentioned sites in each of five categories — e-business, product presentation, interaction, navigation and comprehensive communication — made the short list. A team of judges representing various areas of Web expertise picked the best three in each category. The creators of the sites were interviewed by a team of researchers from IT University about their strategies and creative approaches, and then some 700 users, chosen from a pool of consumers who help Userneeds with surveys, were asked to test each site. Based on those interviews and test results, the judges selected the winners in each category and a special award for the overall winner: Telmore, a mobile phone company (http://www.telmore.dk).

"Because a good Web experience will be crucial for how businesses will be perceived and how they will perform in the future, it's of paramount importance to know what the best practices are and have an idea about the Web experience of tomorrow," Lindholm said. "The contest and the conference enabled us to have a window into both of those arenas."

In addition to a recap of the day's activities in the print issue of Computerworld Denmark, extensive online coverage included profiles of all the Webchamp nominees and winners — and a podcast with the winner — as well as interviews with the conference presenters. There were also blog entries from several of CW Denmark's Second Life bloggers — both readers and staff journalists — who reported from the conference.

Write to mlindholm@idg.dk. WU

March 19, 2007

Director, Sales - Custom Solutions Group (CXO)

CXO Media seeks a highly experienced and proven sales leader with strong closing skills to lead its Custom Solutions sales efforts. Overall responsibilities include direct sales with a specific emphasis on new business development of custom media, independently creating and driving large-scale custom programs, strategic consulting, forging new strategic alliances while maintaining and expanding client relationships. Key products and services sold include newsletters (print and online), custom web sites, white papers, case studies, custom magazines (print and online), eBooks, and custom content projects including integrated custom publishing programs and executive programs and custom events (face-to-face and online). Candidates must possess knowledge of the high tech market, be externally focused with extensive knowledge in the broad IT industry high-tech B-to-B industry, have expertise in all critical sales management techniques and the ability to independently deliver marketing and sales strategies and product values to highly sophisticated clients. This individual must be a dynamic, self-starting team player who excels in a fast paced, competitive sales environment. Candidates should have 8+ years of media sales experience with a proven track record and at least 3+ years in outside B2B tech media integrated sales with strong presentation and closing skills. Travel is required. ***Location: Framingham MA***
Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Account Coordinator (ICS)

IDG Corporate Sales is seeking an Account Coordinator to join the team in our Framingham, MA or San Francisco, CA office. Primary responsibilities include maintaining sales/client files and databases, providing customer service to both internal and external clients, assisting in the preparation of presentation and proposals. Additional responsibilities include managing all ad placement from availability checking to final reporting, including data analysis, trafficking, fulfillment and reporting. The account coordinator will work in collaboration with members of the sales team (locally and remotely) and the finance and business development teams. Candidates must have a solid background in online and print sales operations, including at least two years of trafficking experience. Candidates must have strong data management and analytical abilities, be well-organized and attentive to details, and possess clear communications and customer relations skills. Experience with technology publishing and advertising is ideal.
Location: Framingham MA
Contact: B. Ramistella, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

Product Manager, Marketing, US Technology Research (IDC)

IDC is seeking a highly motivated, take-charge product marketing professional to drive revenue and profit growth by identifying, validating, and implementing new market research product and service strategies that are customer-focused, as well as by maintaining and optimizing existing business. The individual will work closely with customers, management, sales/marketing and analyst teams to develop, manage and implement product/service, pricing and packaging strategies, and to develop and enhance existing tools and processes used in product/service development and overall business development. The individual will be joining a team of marketing professionals within the U.S. Technology Research organization and will also be connected to a global network of marketing professionals across IDC. Responsibilities include interfacing with customers to understand their current and future needs; validating and prioritizing product enhancements and packaging; developing strategic marketing plans including market validation, customer segmentation, market sizing, pricing, and sales and channel strategies; and working cross-functionally with relevant analyst, marketing and sales teams to position and implement new initiatives. A primary responsibility is to advise and lead efforts in primary customer research to be used in product/service development via surveys, focus groups and other customer input and voice of customer initiatives. The individual will have consistent interaction with senior management and analysts, sales, corporate marketing, and product management and product fulfillment groups. We are seeking individuals who have a minimum of five years experience preferably in a services or consulting environment including practical experience with customer survey in a product/service development context, product lifecycle metrics (measurement, reporting, analysis), managing the overall product/service development and launch process, and working with financial data to analyze opportunities. Proven abilities in primary research techniques, relationship building, project and process management, financial analysis, change management, and negotiation will be key to success in this position. IT industry experience is not required but is preferred. Candidates will be required to hold a bachelor's degree and an MBA is considered a plus. This position will require approximately 10 - 15% travel. ***Location: Framingham MA***

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sr. Research Analyst, Business Voice Services (IDC)

IDC's Telecommunications team is seeking a Sr. Analyst (or Research Manager) for a business and technology development position covering business voice services. This requires proficiency with features, functions, pricing and supply of outbound long distance and voice VPN services, corporate calling cards, local trunks and ISDN PRI services, teleconferencing, toll free voice services, covering local, state-to-state, regional and international calling plans. This analyst must have experience advising carriers and technology suppliers on emerging technologies and enterprise adoptions. Other areas of relevance include contact centers, VOIP, operator services and E911, wholesale telecommunications markets, business data and IP networks. Responsibilities include being the domain expert for business voice services analysis and consulting. This includes: leading the creation of quantitative market size and forecast models and market shares; providing forward-looking trends on revenue growth and market drivers; conducting surveys of end-users and interviews with business voice product management in service providers; and producing both syndicated and custom research reports. This position requires the ability to articulate and present benefits and value propositions around business voice market trends to audiences of service providers, technology suppliers, enterprise users, and the investment community. This position requires a bachelor's degree, with 6 + years of experience analyzing companies and trends in the IT/Networking segment. Good writing skills and the ability to interpret company financial data and manage quantitative databases are essential. The candidate must be confident and have good interpersonal skills, with the ability to interact with product managers, CIOs, and CEOs.
Location: Framingham, MA
Contact: K. McGillivray, fax: 508-935-4432, idc_jobs@idc.com

Sr. Research Analyst, Learning Services (IDC)

The Learning Services Senior Analyst position at IDC is responsible for helping to fulfill research and consulting projects on behalf of vendors selling learning services, content, and software to the corporate market as well as the buyers they serve. The research in this area covers learning services offered by vendors to support their clients in creation, delivery and management of learning and the services provided by IT vendors to educate their clients on their technology (IT education). This person will also set the overall course and direction for the Learning Services research area. This is a relatively public role with many client-facing and industry-facing responsibilities, with primary responsibility for producing research products. The Senior Analyst also maintains responsibility for helping to build the reputation and the revenues of the Learning Services research area and is heavily involved in managing consulting and customer research. Specific responsibilities include managing the research agenda, writing research reports, helping with marketing activities to raise industry visibility, providing sales support, and acting as a client advisor. Program profit and loss statement management is also required. Ideal candidates will have experience in teaching at the K-12, higher education or corporate level, experience in corporate education and development (either as a practitioner or a vendor) and be able speak authoritatively on trends and issues related to employee learning and the larger field of workforce management. Additionally, a minimum of a Master's Degree from an accredited institution or the international equivalent is required (degree in education related field preferred). Some familiarity with IT subjects (ERP, application development, programming languages, network infrastructure software, IT certification, etc.) is essential. Excellent skills in word processing, graphics and spreadsheet applications are required. Deep familiarity with instructional technology (course management, elearning, live-virtual classrooms, media streaming, content development methodologies) a significant plus. ***Location: Framingham, MA***
Contact: K. McGillivray, fax: 508-935-4432, idc_jobs@idc.com

Account Manager (IDGE)

IDG Entertainment is looking for a stellar sales person to join the East Coast team! As the Account Manager you will be responsible for managing existing advertising business and for generating new business for IDG Entertainment print and online properties in the East Coast territory. Responsibilities include acquiring, growing and retaining key relationships with advertising agencies and advertising clients. You will be responsible for building, managing and optimizing agency and client relationships through in-person meetings, emails and phone calls, in order to achieve your territory revenue goals. Qualified candidates will have 5 plus years of professional advertising sales experience, media experience a plus. Please submit your cover letter, resume and salary requirements to salesjobs@gamepro.com. Indicate 'NYC Account Manager' when applying to this position. ***Location: New York NY***
Contact: salesjobs@gamepro.com, Email: salesjobs@gamepro.com

Sales Coordinator (IDGE)

IDG Entertainment is seeking a Sales Coordinator to join the growing sales team in our New York City office. This position will report directly to the East Coast Advertising Director. Responsibilities include lead generation, coordinating and facilitating meetings, RFP generation, administrative support and overall account/client customer service.

Additional responsibilities include coordinating the advertising function between clients, agencies, sales representatives, production department and billing. This position requires 1-3 years of business experience including excellent phone skills, attention to detail and familiarity with Microsoft Office. Please submit your cover letter, resume and salary requirements to salesjobs@gamepro.com. Please reference 'NYC Sales Coordinator' when applying to this position. ***Location: New York NY***
Contact: salesjobs@gamepro.com, Email: salesjobs@gamepro.com

Account Director (IFW)

InfoWorld Media Group seeks a highly motivated sales professional to create a strong presence in the assigned West Coast territory. Core responsibilities include creating and developing new accounts, growing existing accounts and selling InfoWorld's full portfolio of print, online and events. Candidates should have a keen understanding of the technology sector and at least 4 years of experience selling in the tech space. Candidates should be driven, articulate, and comfortable building senior level relationships. The winning candidate will be a highly effective communicator and negotiator with a proven track record of customer-oriented selling success and a great reputation with advertising decision-makers. ***Location: San Francisco CA***
Contact: Kate Coldwell, Email: jobopps@idg.com

Newsletter Copywriter (IGC)

IDG Connect is searching for a copy writer to join our entrepreneurial team. The copywriter will be responsible for writing and editing a variety of stand-alone email offers and newsletters designed to entice IT professionals to consume a wide-range of vendor-supplied content such as white-papers, case-studies and webcasts. In addition this person will be responsible for summarizing the benefit of the content in the form of abstracts for publication within IDG Connect's IT Knowledge Base. Ideal candidates will have at least 3 years of experience as a writer and have the ability to quickly grasp the benefit offered by vendor-supplied content and translate it into conversational English. The successful candidate will have excellent communication skills, be detail-oriented, and have the ability to juggle multiple projects and deadlines. A background in sales, business development, sales traffic and or direct marketing is preferred. ***Location: Framingham MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

IDG

Current Jobs, Week of March 19, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Edit	Technology Reporter	West Coast	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Customer Service Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Sales	Sales Director, Strategic Programs and Events	Framinham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8162
CXO Media						
	Edit	Senior Fact Checker	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Edit	Senior Writer	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	General	Program Manager	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Online	Lead Web Designer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Editor	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Online	Online Managing Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Web Producer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Director, Sales- Custom Solutions Group	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Online Regional Sales Manager	San Francisco CA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Development Manager	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
IDG Communications						
	Business Dev	Director, Business Development	Open	Piper Sheer	piper_sheer@idg.com	508-935-4791
	General	Business Analyst	San Francisco CA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Connect						
	Edit	Newsletter Copywriter	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
	Sales	Account Executive	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Sales						
	Sales	Account Coordinator	Framingham MA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Corporate Services Group						
	IS	IT Quality Assurance Analyst	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Research						
	Marketing	Marketing Research Analyst	Framingham MA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
InfoWorld						
	Edit	Online Production Editor	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Events	Sponsorship Account Manager	Boston MA	Paul Roberts	paul_roberts@infoworld.com	617-239-7854
	Tech	Account Director	San Francisco CA	Kate Coldwell	jobopps@idg.com	
	Sales	Online Account Executive	San Francisco CA	Job Opportunities	jobopps@idg.com	
Network World						
	Admin	Sales Media Assistant	San Francisco CA, Paramus NJ	Eric Cormier	careers@nww.com	508-490-6454
	Marketing	Conference Marketing Coordinator	Southborough, MA	Eric Cormier	careers@nww.com	508-490-6454
	Online	VP Online Development and Custom Media	Southborough, MA	Eric Cormier	careers@nww.com	508-490-6454
	Online	VP/GM Online	Southborough, MA	Eric Cormier	careers@nww.com	508-490-6454
	Sales	Regional Account Director	Southborough, MA, Paramus NJ	Eric Cormier	careers@nww.com	508-490-6454
PC World						
	Edit	Assistant Editor	San Francisco CA	Kate Coldwell	kate_coldwell@pcworld.com	415-978-3290
	Finance	Staff Accountant	San Francisco CA	PCW Jobs	jobopps@pcworld.com	
	Production	Production Coordinator	San Francisco CA	Nancy Jonathans	nancy_jonathans@pcworld.com	415-267-1716
	Tech	Sr. Applications Developer	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Tech	Web Applications Developer	San Francisco CA	Job Opportunities	jobopps@idg.com	
World Expo						
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Consulting	Consulting Manager, Infrastructure Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Product Manager, Marketing, US Technology Research	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Associate Analyst, Pricing Evaluation Service	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Manager, Investment Research Service	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Director, Software Alliance Leadership Council	Toronto Canada	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manger, Consulting Services Research	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Worldwide Tracker Group	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Business Voice Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Learning Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Sourcing and Supply Chain Managen	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Verticals	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Sales	Account Executive - Industry East Coast Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Enterprise Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC- Canada						
	Research	Associate Research Analyst	Toronto Canada	Jim Klepper	jklepper@idc.com	508-935-4143
	Research	Sr. Research Analyst	Toronto Canada	Jim Klepper	jklepper@idc.com	508-935-4143

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
IDC - Financial Insights						
	Research	Sr. Research Analyst, Payments Practice	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC - Manufacturing Insights						
	Research	Program Director, Supply Chain Strategies	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
IDC- Enery Insights						
	Research	Research Director, Energy Upstream Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDG- Government Insights						
	Sales	Sr. Account Executive	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336

Go to http://careers.idg.com to view all current job opportunities at IDG

Months of planning rewarded with increased summit attendance

Led by IDG Communications President **Bob Carrigan** and IDC President and CEO **Kirk Campbell**, planning for the IDG Marketing Summit began last November with regular conference calls to craft the agenda, speakers and the invitation list. More than 1,100 director-level and above client and prospect names at IT companies and ad agencies obtained from across IDC and IDG media brands received a save-the-date and then a formal invitation to the event. This year's summit saw a 30% increase in attendees from last year's IDG Marketing Summit in Boston.

"It's really about having an informative program that stimulates discussion, fosters interaction, and provides everyone with a few ideas or contacts they can benefit from later," said IDG Communications and Marketing Programs Director **Howard Sholkin**.

Sholkin was part of a team that planned and execued the summit. They included IDC Conference Operations and Custom Events Director **Joan Jolley**, IDC Director of Corporate Marketing **Kristen Hambelton**, IDC events contractor Megan Muratore and IDG Director of Corporate Communications **Susanna Hinds**.

Marketing Summit

continued from page 1

tunities between IDG and some of its clients were explored during the event's networking opportunities.

CIO Publisher **Gary Beach**, who moderated an IT Executives Leadership Panel, said that he appreciated the chance to interact with attendees, especially one customer who wanted to discuss how to achieve a balance between print and online advertising, "a yin and yang of how money can be spent," he said.

'Listen and respond' was the recurring advice from speakers, panelists and round table members. "Intelligent contact with our customers drives IDG," said IDG Chairman **Pat McGovern** in his opening remarks. "Through dialog with your customers you'll gain insights into your market opportunities."

In his opening presentation, IDC VP, CMO Practice and Executive Advisory Group **Rich Vancil** noted that while there has been an 8% year-on-year increase in 2007 marketing investment and a 9% increase in sales investment "every new dollar a company earns will cost more in marketing investment." Citing an IDC CMO Advisory Practice study, he said that of the 97 vendors surveyed, 50% increased their marketing investment at a rate greater than their company's revenue growth.

In an effort to streamline their marketing and sales functions, many companies are merging the two and looking for commonalities between them and reducing redundancies. "Some costs need to grow," Vancil said, "but some need to go. Look for waste and overlap in employees and technologies. Get ahead of the curve in integrating sales and marketing, but don't sacrifice your brand, your best people and your unique campaigns."

A panel of four CMOs from Sun Microsystems, Adobe Systems, Verisign and Hewlett-Packard discussed their best practices on listening and responding to customers, as well as how to make a marketing budget work harder. "As customers get more sophisticated, marketing has to simplify its message to its customers," said Deborah Nelson, senior VP, marketing, with HP's Technology Solutions Group. The panelists stressed the alignment and interdependence, if not consolidation, of marketing and sales, as well as paying attention to standards and measurements for marketing programs and knowing who is responsible for what.

Reacting to a 36% increase in online advertising in 2006 and the fact that Microsoft recently announced that it is moving half of its print advertising budget to online and other programs in the next few years, the four panelists all said they were moving more of their budgets to online programs and the Web. Print advertising, they said, was less measurable and accountable, and online campaigns can be easily tweaked for better results.

IDG WORLD UPDATE

IDG Chairman ***Pat McGovern*** *discusses the role of marketing and sales with attendees of the IDG Marketing Summit.*

Lee Levitt, director of IDC's Sales Executive Practice program, spoke on what buyers value most and where tech sales people need to be better. "The current sales model is broken," he said. "'Selling' is dead, it's now all about 'customer engagement."

With "Listen first, then sell," Levitt had the following recommendations:
- Focus on one customer at a time and understand their problem so you can help them solve it.
- Build long-term relationships. "It's OK to lose a sale if your product is not a good fit for the buyer."
- Have a detailed understanding of each customer and empower your sales team with that information. "Ask yourself what will they spend over the next three years, and what is your role in that?"
- See your sales team as the marketing department's client so they can sell your deliverables. "Sales organizations can't do it on their own," he said. "Multidisciplinary teams drive success one customer at a time."

New at this year's summit was a series of well-received break-out roundtables led by IDC analysts on developing customer-centered marketing programs, empowering sales teams and turning customers into advocates led by marketing and sales executives from IDG and IDC. Attendees then returned for a final panel on IT executive leadership, chaired by CIO Publisher Beach.

Closing the formal meeting part of the day before attendees broke for a networking reception and dinner, Beach reminded the audience that the Japanese word for 'customer' means 'honored guest' and that clients should be treated similarly.

More online

A more complete version of this article and additional photos are available on IDG Central (http://www.idgcentral .com). For more information about the Marketing Summit, contact IDG Communications and Marketing Programs Director **Howard Sholkin** at howard_sholkin@idg.com.

noteworthy people

Promotions

IDG Netherlands Marketing Director **Rob Koghee** has been promoted to associate director. "Since the end of 2006 Rob has added to his responsibilities and tasks, taking over parts of my job and allowing me to focus on new business," said IDG Netherlands Managing Director **Raimon Gort**. "In his new role he has operational responsibility for our print operations and parts of the back office and online operations. Since Rob started in March 2004, his influence in the company has been growing day by day. He brings years of experience to IDG, mainly in marketing communications, and has shown the ability to think beyond the daily return." *rkoghee@idg.nl*

New employees

Cipto Asido Sidabalok is IDG Indonesia's new market analyst, Peripherals. He was previously an operations executive at A. C. Nielsen Indonesia and holds a B.S. in electrical engineering from the University of Indonesia. He enjoys outdoor sports, especially football and badminton. *casidabalok@idc.com*

Bartlett
PETER SHORT

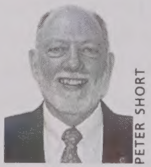
Aimee Bartlett joins IDC Framingham as project administrator, Consulting Group; she was previously project manager with Semaphore, Inc., managing client and vendor relationships while creating and monitoring design, production and deployment schedules. She holds a B.A. in political science and an M.B.A. from the University of Vermont and enjoys equestrian events and skiing. *abartlett@idc.com*

Cardoz

IDC India has hired **Fabian Cardoz** as assistant sales manager, International Services. He was previously senior business development manager, International Sales, with MicroWorld Software Services Pvt. where he built a channel network for antivirus and security products in Asia and Europe. He earned a bachelor's degree in commerce from the University of Bombay and enjoys music, football and swimming. *fcardoz@idc.com*

Greyzdorf
PETER SHORT

Noemi Greyzdorf joins IDC Framingham as a research manager; she was previously senior technical account executive with Cambridge Computer Services. She holds two B.A.s from the University of Minnesota, one in history and another in Russian language and literature, as well as an M.B.A. from the McCombs School of Business at the University of Texas/Austin. In her free time she enjoys rollerblading, snowboarding and reading. *ngreyzdorf@idc.com*


Gould
PETER SHORT

Senior Research Analyst, Payments **Dana Gould** comes to IDC's Financial Insights group from the Association for Work Process Improvement where he was vice president of product development. A graduate of the University of Connecticut/Storrs, he holds a B.A. in political science; he also attended the Stonier Graduate School of Banking at Rutgers, the State University of New Jersey. He enjoys motorcycle riding and is a member of the Lions Club. *dgould@idc.com*

Conway
PETER SHORT

Previously president of Conway Communications Consulting, Inc., **Steve Conway** is now research vice president with IDC Framingham's Technical Computing Systems group. He holds a B.A. and an M.A. in German from New York's Columbia University, as well as an M.A. in comparative literature from Brandeis University in Waltham, Mass. In his free time he enjoys biking, hiking and music. *sconway@idc.com*

Orasin
PETER SHORT

IDC Framingham has hired **Michael Orasin** as a research manager with its Document Solutions division. He was previously senior management consultant with Ikon Office Solutions and holds a B.A. in economics from LeMoyne College in Syracuse, N.Y., and an M.B.A. from Binghamton University in Binghamton, N.Y. Away from the office he enjoys music, golf and gardening. *morasin@idc.com*

Tim Dillon joins IDC Australia as AVP/Research. He was previously with Current Analysis, running the market-intelligence and advisory firm's European and Asia Pacific research operations. He earned a B.A. in economics from the University of Tasmania and enjoys travel, cooking, movies and cycling. *tdillon@idc.com*

IDC's Financial Insights group has hired **Parveen Bansal** as its new senior research analyst, European Financial Services, in London. She was previously European research analyst for TowerGroup Europe and also worked as retail and technology editor at The Banker magazine. She holds an honors M.A. in analysis, design and management of information system from the London School of Economics and Political Science, as well as a B.S. from Kings College London, University of London. *pbansal@idc.com*

Senior Research Analyst, European Financial Services **Ricardo Arruda** comes to IDC's Financial Insights group in London from his role as an analyst with Forrester Research. He has also worked as a research manager at Prudential LLC and a senior investment analyst at the Vanguard Group. He holds a B.A. in communications and cultural studies from Trinity and All Saints College in Leeds, U.K.; a B.A. in communication sciences from the Universidade Nova de Lisboa in Lisbon, Portugal; and an M.B.A. with a concentration in finance from Clark University, in Worcester, Mass. He recently obtained his Financial Planning Certificate, Level 2, from the Chartered Institute of Insurance in London. Multilingual, he speaks Portuguese, English, Spanish, French and Italian. *rarruda@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Noteworthy news wanted

Write to world_update@idg.com for a Noteworthy form your business unit can distribute to new employees and the managers of recently promoted employees, or provide the appropriate information directly. News about employees' speaking engagements and other professional achievements are also welcome.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Terry Lee *IDG Australia*

16
Susan Cardoza *Network World*

15
Helene Truffaut *IDG France*
Robert White *IDC U.K.*

14
Kristi Cunningham *InfoWorld*
Klaus Breu *IDG Germany*

12
Mike Weigand *IDG Entertainment*

10
Thalia Stamatelos *IDG Corporate Sales*

9
Jamie Kalbach *Computerworld*

8
Paul Lyzun *IDC*
Hillevi Billinger *IDG Sweden*

7
Peter Hebenstreit *Network World*
Monica Bennett *IDC*
Michele Tousignant *IDC*
Tuan Luong *PC World*
Dennis O'Reilly *PC World*
Mattias Malmqvist *IDG Sweden*

6
Jenny Jones *IDC*
Maryanne Coughlin *IDC*
Michelle Maher *IDG News Service*
Robert McMillan *IDG News Service*

5
Emilie Ingram *IDC*

4
Satoshi Fukutomi *IDC Japan*
Keith Elshout *IDC U.K.*

3
Shawn McCarthy *IDC*
Christina Bleiken Petersen *IDG Sweden*

2
Brian Nielsen *IDG Denmark*
David LaMarche *IDC*
Seth Fishbein *IDC*
Peace Ning *IDC China*
Nur Hayati Ali *IDC Singapore*
Eddye Dibar-Selbonne *IDG France*

1
Dan Andersen *IDG Denmark*
Godfrey Chua *IDC*
Charlotte McCormack *IDG World Expo*
Konrad Makowski *IDG Poland*
Kit Lau *IDC Hong Kong*
Paula Inés Maroño *IDC Argentina*
Markus Högberg *IDG Sweden*
Michael Larner *IDC U.K.*
Daniel Kyle *IDG Australia*
Gillian Richards *IDG U.K.*
Barry Dominic *PC Advisor*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Excerpted entries from IDG Central's employee blogs

Reinventing Media: Seven-year-old article gets new multimedia life

InfoWorld.com VP/General Manager **Virginia Hines** wrote on March 12:

We have an article written back in May 2000 that's still a strong performer: the Ten Commandments of Cell Phone Etiquette. It's received almost 35,000 page views so far in 2007 and ranks as our sixth most popular individual article of the year. That got us to wondering, how can we apply our core principles of community, interactivity and multimedia to do even better?

First, editorial created a forum where the audience could suggest new or updated commandments. We got more than 60 suggestions, many of which were incorporated into the updated commandments.

Then we took the commandments multimedia. No more stodgy text, they're now expressed in a fun slideshow. Why didn't Moses think of this? Not only is the slideshow far more visually engaging, it's also 11 pages long, compared with a single page for the original.

We couldn't resist one last traffic opportunity. The editors set up a comment forum where the audience can respond to the new commandments. [In less that 24 hours] it received 125 page views, on top of the slideshow's [9,200 page views]. Finally, the show has revived interest in the original article; since we launched the new version, the old one has racked up over 1,000 more page views.

Community Gardening: It's all just personal preference

PC World/Mac Publishing Online Conmmunity Manager ***Kellie Parker*** *wrote on March 12:*

I spent a lot of last week in meetings about the new Macworld community. One had to do with deciding which options will be enabled or disabled. It's a lot harder than it sounds. Some things there are solid best practices on, but a lot of it is just a matter of personal preference.

Here are some things that are personal preference... and my preferences on them.

1) **Avatars**. They are really important. They allow for the user to personalize their posts, which is something that is hard to do in a text-based community. 2) **Flat discussions**. Most forums allow you choose if you want your discussions flat, threaded or in tree format. I am a HUGE proponent of flat. They are easier to follow and take less effort. Most forums allow you as the admin to set the default, but allow the user to set their personal preference. This is the best of both worlds. 3) **Signatures**. As a user, I turn them off when I can. But as an administrator, I have to view them, and I know they are important. Like the avatars, they let users customize their experience and share more information about themselves, to form relationships most easily. As much as it pains me, I turn them on and put up with them.

What personal preferences do you all have?

Read more on IDG Central. If you don't yet have an IDG Central password, go to www.idgcentral.com to request one.

One on one

continued from page 3

venture capital investing get included in the total company financial results, and do they affect the value of the ESOP?

A Yes. IDG's venture capital activities in China, the U.S., Vietnam, and now India have been doing very well. During the past three fiscal years, profits from venture capital investments have been accounting for about half of the total pre-tax profits of IDG. The venture capital profits are fully taken into account by our independent corporate appraiser in determining the enterprise value of IDG, its price per share and, correspondingly, the value of participants' holdings in IDG's Employee Stock Ownership Plans.

celebrating 10!

Name
Lin Runhua

Home
Beijing

Joined IDG
June 1, 1996

Career path
1996-1999, Director, Test Lab, PC World China; 1999-2003, Editor-in-chief, PC World China; 2003-present, Deputy Editor-in-chief, China Computerworld.

Current responsibility
As China Computerworld's deputy editor-in-chief, I am in charge of the reporting of product marketing and the test lab.

What's kept you at IDG for 10 years?
I am very interested in my work, and it prepares me for better understanding of the world at large.

Best part of your job
Learning about the basic principles of media.

Memorable work moment
When the PC World China test lab results about Uninterrupted Power Supply was first published in 1997, it received high praise from both readers and manufacturers.

Most challenging part of your job
The conflict between modern administration concepts and traditional ways of thinking.

What talent do you wish you had?
Be a better public speaker.

Best way someone could compliment you on your work?
Tell me I'm very creative.

Of what accomplishment at work are you most proud?
Although the publishing frequency of PC World China changed from weekly to bi-monthly, our revenue is still increasing.

Family
My wife Xie Lan and my 6-year-old daughter Lin Jingjing.

Outside interests
Tennis

*China Computerworld's **Lin Runhua** was the guest of IDG Chairman **Pat McGovern** at a lunch in Beijing honoring his decade of service to the company.*

As a child, what did you want to be when you grew up?
A pilot.

If you won the lottery tomorrow, you would
Buy a piece of land and be a landlord.

Favorite vacation spot
Anywhere with forests and mountains.

Manager's profile
"Lin Runhua, a noted expert on IT industry in China, has done much to help promote the development of PC World China and China Computer-world over the past 10 years. He has participated in the planning of many important reporting features that have been very influential within the country's IT industry."

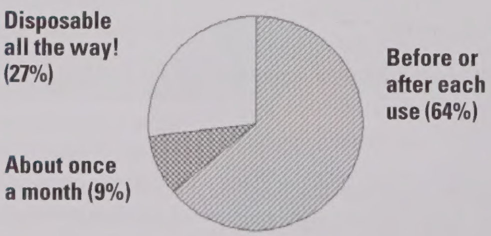
— *Jin Yuzhong, vice president, China Computerworld Publishing and Servicing Co.*

Request World Update as a PDF file

IDG employees can request IDG World Update in a low-res PDF file via e-mail. To sign up for this service, send an e-mail to world_update@idg.com. PDF issues are also available on IDG Central.

Question of the Week for March 12

How often do you usually wash your at-work coffee mug?



This week's IDG Central question: Do you agree with the judge's decision to drop the criminal charges against former HP Chairwoman Patricia Dunn for boardroom snooping?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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WWW.IDGCENTRAL.COM

Cultivating community

IDG business units share tips for bringing users into the mix

Inside this issue

Lessons learned: PC World and Macworld Online Community Manager Kellie Parker shares some ideas *page 3*

Community managers weigh in with tips for building and maintaining communities *page 4*

Computerworld Denmark creates virtual lab in Second Life *page 8*

IDG Sweden's Studio.se will offer enhanced paid-member option *page 9*

Users respond in a big way to IDG Entertainment community applications *page 10*

Community contacts: A roundup of IDG employees heading up online community efforts at their business units *page 11*

IDG employees talk about which online communities they belong to and why *page 12*

"Web publishing is not a one-way publishing model," said IDG Communications President **Bob Carrigan** in his recent FY07 Q1 Webcast. "It's all about interacting with communities." This special issue of IDG World Update takes a look at the various ways IDG sites are reaching out to their communities, tapping into their expertise and encouraging users to share their insights and knowledge with one another. This issue does not purport to be a comprehensive roundup. Some very successful community efforts — notably Infoworld's IT Exec Connect — are not included here as they have been covered previously (IDG World Update, Sept. 4, 2006). If there is a successful community effort under way at your business unit that you would like to see featured in a future issue of World Update, please contact the editors at world_update@idg.com.

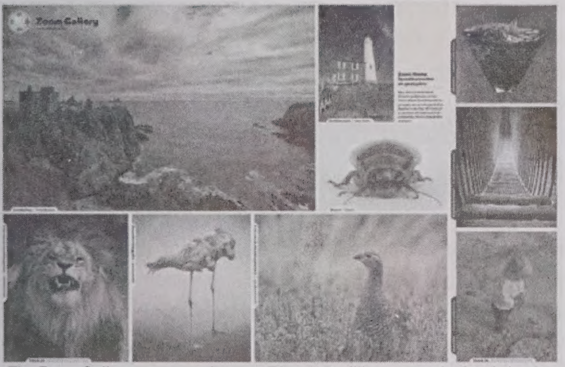
User content breathes new life into site, publication

Users so invested in community they adopt "Zoomer" nickname

In March 2003, IDG Netherlands launched Zoom magazine, a bimonthly publication for digital camera and video recorder aficiandos. Shortly thereafter a companion Web site featuring the Zoom Gallery, a platform for sharing, voting and commenting on photos, went live. By the summer of 2005, the publication wasn't doing well, and the Web site, while experiencing moderate success, had no real connection to the magazine and no revenues.

It was, noted Zoom Editor-in-chief **Remco de Graaf**, time for action. Embracing the tenets of the Web 2.0 era — sharing, participating, combining different platforms, and most important, a strong focus on the users — the editorial staff set about transforming its mission.

"All the ingredients were there," de Graaf said. "We had an online community, useful content and an editorial staff willing to change." And so, they did. The focus shifted from print to online and the readers were recast as important content contributors.



The Zoom Gallery now contains more than 2.5 million user-submitted photos.

Discussion forums and a weblog where Zoom staffers share their thoughts and ideas and get com-

continued on page 2

CW community bonds over tales of IS woes

Point system, ability to comment boost participation

Computerworld has created an online community by tapping into visitors' urge to share their tales of IS woe. Shark Bait, which launched in January and has nearly 1,000 registered users to date, grew out of Computerworld's popular print and online Shark Tank feature, which is written by CW journalists and spotlights true tech-support stories of IT mishaps.

SHARK BAIT BETA
Cast your tech tidbits into the feeding frenzy

Shark Bait, on the other hand, is created by users for users and is largely uncensored, said Computerworld Senior Online Projects Editor **Ian Lamont**. Postings, or 'bait,' tend to be "raw," Lamont noted. Registered Shark Bait users can also comment on and rate other users' posts.

"We can't measure unregistered users," Lamont said, "but on a typical weekday we'll get between 10,000 and 15,000 page views, often more than our blogs area." A visit to Shark Bait will typically result in four page views, well above CW's site-wide average of 2.7. "I interpret this as a sign that Shark Bait is really engaging our audience, which is great, but we have a lot more work to do to let people know about the site, get them visiting regularly and get them registered."

Shark Bait's registration process is simple; users need only create a username and password, enter their e-mail address and agree to the site's terms

continued on page 7

Zoom.nl

continued from page 1

ments from site users and readers of the print magazine were added. These days, the print magazine is "the ultimate extension of the online platform," de Graaf said.

ZOOM.NL
DIGITALE FOTOGRAFIE & VIDEO
CASH
CANVAS
Over- en onderbelichten
Natuurfotografie
NIEUW! LEES HET LAATSTE NIEUWS OP WEBLOG.ZOOM.NL

Zoom.nl magazine and its Web site have greatly contributed to each other's growth. The magazine is filled with user content.

"We call it 'Print 2.0,'" he said. "Zoom magazine is filled with content from site users. We use their photos everywhere in the magazine — for photography workshops and tutorials written by experienced users, interviews and photo-portfolio pages." Zoom users can also test digital cameras and write reviews of them for the magazine, which are run with their test photos. "For our users — they call themselves Zoomers — the ultimate goal is to be published in the magazine."

> *"For our users — they call themselves Zoomers — the ultimate goal is to be published in the magazine."*
> — Remco de Graaf

The site helped the magazine "tremendously," de Graaf said. In October 2005 Zoom.nl had roughly 60,000 unique visitors; last month there were 350,000 unique visitors. The Gallery now contains more than 2.5 million user-submitted photos. Meanwhile, the magazine has grown from 7,000 subscribers in October 2005 to more than 24,000 subscribers today. While the number of ad pages has not grown much, the yield has. "We sell the pages at a higher price," de Graaf said. And as of last month, newsstand sales were up from roughly 6,000 to 23,000 issues. "We had 32 extra pages in the last issue, all filled with Gallery photos from users. We raised the cover price 1.2 euros to 4.95 euros (US$6.50) and sold 3,000 copies more than the previous issue."

Not only does the site feed the magazine, parts of the site feed other parts. The latest Zoom blog headlines are posted in the Gallery, which "drives massive traffic to the blog," de Graaf said, with some posts receiving more than 250 reader comments.

As a way to deepen the Gallery's photo database, users are encouraged to tag or label their photos with appropriate descriptors and, as registered Zoomers, they can tag the photos of others as well. (The original photographer has to accept or reject the user tags, and they receive an e-mail advising them of every new tag.)

Zoomers can also become fans of one another. "If you register as a fan of a particular user's work, when he or she uploads an image, you'll receive an automatic e-mail with a thumbnail of the new image, together with thumbnails of five related photos from other Zoomers based on how the photos have been tagged," de Graaf said. Also in the fan e-mail will be that user's last five uploaded pictures and the latest blog and forum posts. Hundreds of e-mails are sent from the site every minute, de Graaf said.

In the discussion forum Zoomers can discuss digital cameras, photo software, Zoom magazine, the Zoom Gallery, as well as a few non-photography-related subjects. "Our main focus is still digital photography," de Graaf said, "but if you know upfront that users will seek a way to talk to each other about other things, then I'd rather have them do it on my platform than to see them go to MSN, Yahoo! or other online services. They feel at home here; it's a place where they can meet and chat with their friends. That's very important for a community. People have to feel comfortable, and with us, they are."

By the middle of the year Zoom.nl will have an advisory board made up of 50 of the site's most frequent users. "They will act as the voice of the community and vote for or against new options," de Graaf said. "The community has become too big for us — IDG Netherlands employees serve as moderators for the forum, for the Gallery and the blog, all of which is very time-consuming — so we're going to use our users. They have time and are more than willing to participate."

The site brings people together off-line as well. A recent Zoom Gallery meeting drew more than 400 Zoomers, de Graaf said. "It was purely social and a lot of fun," he said. "There was no real agenda. People got a gift — a baseball cap with our logo — free drinks and something to eat. Without us even knowing about it, Zoomers meet up. Someone will post an idea in the forum, and the next day 60 people meet in the zoo to take photos."

In February de Graaf led three Zoomers and a Zoom editor on the publication's second annual photo trip, this time to China and Hong Kong. "It was the grand prize in a Zoom photo contest, which more than 5,000 people entered. The entire trip was sponsored by a tour operator and an airline company, which paid for everything, from flights to accommodations to meals. It's a very cheap way to make yourself popular within the community," he said.

Besides regular banner, button, skyscraper and other ad formats, Zoom.nl generates income in other ways. Registered Zoomers can post photos in the Gallery at no charge, but online display space is limited. If a user wants more space, he or she has to subscribe to the magazine, which provides them unlimited online space. "This concept has worked brilliantly," de Graaf said. "People love the magazine and the Web site. In just 14 months we grew from 7,000 to 24,000 subscribers."

continued on page 10

one on one the interview

Kellie Parker

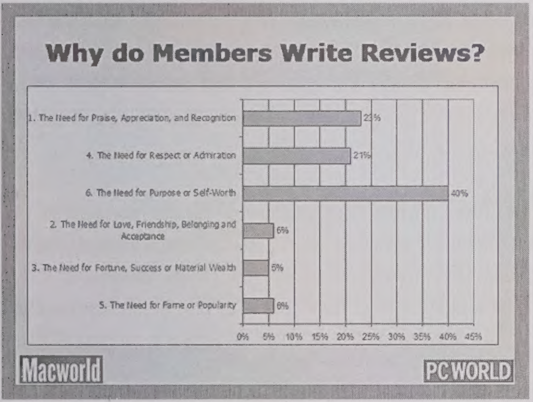
Lessons learned: Tips for creating a community section

***Kellie Parker** joined IDG one year ago as online community manager at PC World and Macworld. Previously, she was senior producer and community manager for Liveworld, Inc., an agency that builds branded communities for some of the Web's biggest names. Below, she shares some thoughts on best practices in community building. Reach her at kellie_parker@pcworld.com.*

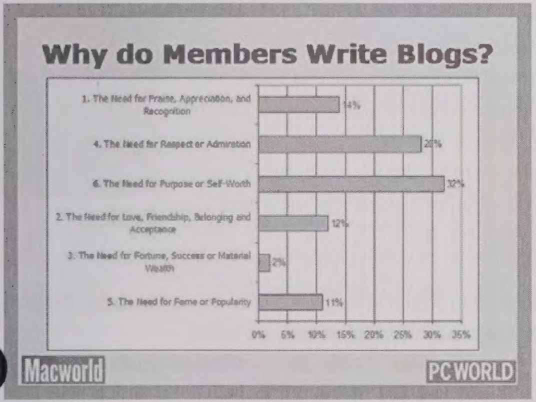
Why do people participate?

- Need for purpose or self-worth
- Need for respect or admiration
- Need for praise, appreciation, and recognition
- Need for love, friendship, belonging, and acceptance
- Need for fortune, success, or material wealth
- Need for fame or popularity

Macworld PC WORLD



Why do Members Write Reviews?



Why do Members Write Blogs?

Require registration

First, you should require registration, and that registration should be integrated with your site registration and across all of the community features on your site. This allows for consistent identification across all of your features, which helps your users build those personal relationships all across your site.

For example, if I've been visiting the PC World forums and I've identified Joe as someone who really knows all about digital cameras, when I go looking for reviews on new digital cameras a few weeks later and see a positive review from Joe, I can remember that he is an expert, and I should really listen to his review. Consistent identification builds community. Required registration will also mitigate some other common problems, such as excessive spam and harassment of other members, because people tend to behave differently in an anonymous environment than they do in an environment where they are identifiable.

Know your members' needs

Second, you should know why your members participate, and give them the tools to meet those needs. Are your members looking to network and form professional relationships with other technology managers? Are your members looking to discuss and swap cheat codes on the newest game? These two communities would need different features and tools to meet the needs of their audience. Figure out why your audience is showing up, and what they need from you to accomplish those goals and desires.

Patience is a virtue

Third, be patient, because community grows slowly. Most people don't become best friends overnight, and online relationships work the same way. Even very popular sites like MySpace, Facebook and YouTube had slow growth at first.

Don't shirk your role

Fourth, you should interact with your members, because you are a part of your community, too. The personal relationships that are formed are not just between members — your members will be eager to form relationships with the people behind the scenes of your brand. When a question about a news article is answered by the person who wrote it, or an editor helps a member troubleshoot a problem, the personal relationships are cemented with not only that person but the brand that they represent. Interacting and being a part of your community is one of the best things you can do to help it grow and keep it strong over time.

Written rules of engagement

Fifth, you should have written community rules or standards to guide what type of content is and isn't allowed. These rules generally include prohibitions on personal attacks or "flame wars," profane or explicit language, and discussion of illegal activities, but you can write them however you wish to guide and shape the culture of your community. Having the rules written and accessible to everyone helps all members know what is expected and guides the moderators and community managers in interpreting individual situations that arise. However, you should be careful when editing or removing comments from your community.

Most members feel that communities are less appealing if the content is edited to remove negative comments about advertisers. You should also resist the urge to delete negative comments on your brand, your magazine or your site. If you do, they will probably be even angrier and will go to other community sites and make their negative comments there. It is better to engage them on your home turf where you can control the conversation. Even if you can't resolve their problem or change their opinion, most people appreciate that someone took the time to post a thoughtful response. Often, a negative attitude can turn into a neutral or positive one just by openly engaging the member in conversation. WU

Online community liaisons share their experience

IDG World Update asked employees around the globe for their suggestions on creating community sections, how they get readers to contribute, where they find inspiration and what they've tried that hasn't worked out as planned.

Creating and sustaining community

- **Keep the community fast, flexible and responsive.** You must be able to act when members ask for improvements and adjustments.

Be aware that the community belongs to the members. It is not yours. If, as the administrator, you do not hold up your end of the bargain, the members will move along to another community. And they move quickly.

Be active and present. Members appreciate quick responses and active participation from editorial staff. It's an easy (though sometimes time-consuming) way to win their loyalty.

Olsberg

Clearly think through your "Terms of Use" policy and post it for all to see. Then follow through on the rules. But, be flexible and keep the Terms of Use relevant to changing circumstances.

Try to avoid closing topics and never delete a topic. You can, however, edit posts, referring to the "Terms of Use." You can and should split/merge/move topics as much as you can and use moderators to help you.

Never get stuck in an argument. Swallow your pride, communicate politely and only make your posts after you have read them through at least once.

Know your members. To be able to benefit from member feedback you must know whom to listen to. Some members are constant complainers. Better to just let their rantings speak for themselves.

Members are not stupid. You can count on them to remember exactly what you have said and quote you on it.

If a large number of members begin to feel that your site is overrun with advertisements, they will install ad blockers (and give each other hints on which ones to use and how to install them). Balance, good communication and presence are the keywords.

— ***Björn Olsberg***, *IDG Sweden, bjorn.olsberg@idg.se*

Listen to your users. Try to do what they ask, but never, never promise anything. If you promise something, be prepared to deliver.

Dare to say no. Sometimes the community may want something that just doesn't fit into your strategy. Yes, they will get mad, and your mailbox or blog will be flooded. All the better. Angry users are motivated users. They care about the platform so much that they can get emotional. Your challenge is to keep them on board, even when they are not happy.

Communicate. Tell the users what's going on and what your plans are. If you experience technical difficulties, make a blog post. Users will usually be forgiving when they know what's going on, especially when it's not your fault.

de Graaf

Be visible on your forum. Try to get your editors, marketing managers, technical department and even management to post on your forum. People like to complain; if you don't respond the situation can escalate. Move fast and respond to the complainers. Our managing director quite often posts on our forum. It's highly appreciated. It's a way to show that you value your community.

Make the user work for you. People love to contribute just about anything you ask them. You don't need a big team. My editorial team has two members — me and an editor. So we have to be creative. Give users a voice on the blog, make your community self-regulating. Appoint users as moderators. You don't have to pay them. A pat on the back is usually more than enough.

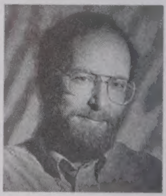
Think fast, develop even faster. The online world is transforming very fast. Don't be scared to kill new unsuccessful features.

Keep focus. What do you really want? Who's the target audience? Focus on this group. It's tempting to broaden your view to reach as many users as possible, but a small high-quality group has much more value than a large fragmented group of users who are not really your target audience.

You still don't have a blog? Get one today! It's the best way to communicate efficiently with your users. You can reach many of them at the same time. Don't forget to read and react to the comments. It does not end with the blog post. You have to be part of the community.

— ***Remco de Graaf***, *IDG Netherlands, rdegraaf@idg.nl*

Start simple. Don't build a gigantic forum system. Experiment, experiment, experiment. Also, make sure whatever platform you use can integrate with your existing publishing and blogging platforms; otherwise, you wind up with multiple content islands that force readers to go through unnecessary hoops to find all your relevant content and you'll have trouble targeting ads, etc.



Gaffin

Promote forums in print and in newsletters. Key index pages get links to the latest discussions on their respective topics.

— ***Adam Gaffin***, *Network World, agaffin@nww.co*

Hines

Don't wait to figure it out all out before you start; things are evolving too fast.

Your community needs a vision and reason for being. Don't just start a community because everyone else is.

Don't be a perfectionist. We used a beta label to set expectations. Enroll members in the adventure of growth and evolution.

Be truly willing to empower members. Listen to your members, and don't try to direct activities or guess needs.

Scale is critical. It's more important to build membership than capture revenue early on. Plan to drive growth via direct marketing for an extended period.

Focus on quality. Members must be engaged to add value.

Involve many parts of your business. Include editorial, events, newsletters, technology.

In many ways, community is the ideal online media business model, but you have to be comfortable being willing to relinquish a certain amount of control. It's not *your* community, it's *our* community. Otherwise, just do it. Plunge in and learn, don't wait till you feel like you've figured it all out. It's evolving much faster than our ability to catch up.

Don't forget to keep it fun!

— ***Virginia Hines***, *InfoWorld, virginia_hines@infoworld.com*

Lamont

Make it as easy as possible for people to contribute. We don't force people to register to leave comments on articles, blogs, or baits. We also pay a lot of attention to the design and presentation of the community content and participation options. Cross-linking from other areas of the site is a must, and we addressed usability issues as well — for instance, making it as easy as possible to find the links to comments.

Linking to related content helps to turn "drive-by" visitors into repeat visitors and members of your community.

Keep it as simple as possible. This will not only help users quickly "get" your site's community features but also will greatly assist your developers and project team in building the new features.

— ***Ian Lamont***, *Computerworld, ian_lamont@computerworld.com*

Be patient. An online community evolves over time.

Provide content. It's not enough to establish the formal setting for the community. You have to chip in your share of content.

Westh

Maintain support. Never leave the community, but nurse it with support and dare to step in and prevent evildoers and trolls from spoiling the conversation.

Focus on the task. Appoint a community manager.

— ***Kurt Westh***, *IDG Denmark, k.westh@idg.dk*

Doorn

Be honest and direct and don't be afraid of criticism or negative responses. It is how you respond to them that will affect readers' opinions. If you take them seriously and respond, they will do the same. Don't ever, ever come across as an "elite journalist" who knows it all. Readers will notice and stay away. And never forgot: all your readers together know far more than you do alone. Take advantage of that and listen and learn.

—***Jeroen Doorn***, *IDG Netherlands. jdoorn@idg.nl*

How do you get users to contribute?

Parker

How do you encourage strangers at a cocktail party to mingle and make conversation? Many of the same rules apply to online forums. If someone is breaking the generally accepted culture or norms by shouting and being obnoxious (or, in an online context, posting profanity and spam) and this is allowed to continue, people will just leave the party. A party goes more smoothly when there is a host who is introducing people, stimulating conversations and making sure everyone is getting along well. Online communities form more smoothly when there is a host who is answering questions, stimulating conversations and enforcing the rules when necessary.

It is normal for people to read, but not contribute to, a forum at first. Some people never contribute, and some will jump in right away. Most, however, will read for a while and then join when they have a strong opinion to express or a question they need answered. I try to stimulate conversations by asking questions, either on hot issues like the iPhone or by asking for more information and explanation about an opinion someone has posted. I also try to select comments for my column and newsletter that are strong opinions and likely to generate a strong response.

— ***Kellie Parker***, *PC World, Mac Publishing, kellie_parker@pcworld.com*

We promote the blog content in the newsletters and on the home page just to get people aware of the content. The successful blog entries are — and are encouraged to be — the sort of opinions or sounding-off that causes others to respond. I spend a bit of time with the contributors to help them write effective blog entries…not that it always works, but it does help.

I'll occasionally post a link to a blog post in a place where I think it can get more attention. To paraphrase Abbie Hoffman, I like to shout

continued on page 6

Tips

continued from page 5

'theater!' in a crowded fire. That is, I'd point out to members of existing related communities that something new or interesting or challenging has been posted on a topic, and if I choose the right community, I know that it will get a response.

— ***Esther Schindler,*** *CXO Media, eschindler@cxo.com*

What didn't work?

In my former days as a community manager at an agency, I was assigned to build and manage a forum-based community for a life insurance company. The client was very caught up in the promise of community and insisted that it would be a good fit for their site's audience. I did my best, but in the end it just didn't work. In my opinion, this is because they didn't think about *why* someone comes to their Web site. If I land on their site, I am probably looking for information about life insurance. I probably have questions and want professional answers from company representatives. Well, forums are primarily about users communicating with each other. I could post my question on the company's forums and get answers from people like me. I probably won't get an answer from a company representative, or if I do, it will probably be a generic answer with instructions to call the company for a more detailed answer. Also, community is ultimately about people forming relationships with each other — and as a site user, I am not interested in forming relationships with other people who have come to the life insurance Web site.

They failed to understand their audience's needs, and, because of that, the community failed.

— ***Kellie Parker****, PC World, Mac Publishing,*
kellie_parker@pcworld.com

Event blogging, which we tried in 2005 and 2006 at several of Computerworld's events, did not work out. The idea was a good one — use blogs to help build an online community around our high-quality events — but there were a few problems that became apparent: First, blogs are really meant to be an ongoing journal and discussion as opposed to a temporary effort lasting just a few days. Ideally, you want visitors to keep coming back, subscribe to RSS feeds and build a rapport with the blogger, but that really can't happen if the blogger is just around for a few days.

Second, recruitment was difficult. Attendees are folks with full-time jobs whose focus is the event presentations and activities; asking them to do one more thing — lug around a laptop and post in between sessions — is a tough sell. Our events group was super at sending out broadcast e-mails and talking about the blogs from the stage, but it was hard to even get five attendees to sign up with us.

— ***Ian Lamont****, Computerworld, ian_lamont@computerworld.com*

Online discussions on specific technology topics in which you invite a number of vendors to attend. Vendors you don't invite threaten to pull their advertising, then jump in anyway creating this huge cacophony of blaring marketing drivel that, despite your best efforts to police, winds up only confusing the reader.

— ***Adam Gaffin****, Network World, agaffin@nww.com*

Where do you go for inspiration?

I observe a spectrum of other communities online. I join all kinds of offbeat communities that touch on my areas of interest, for instance, the international movie site Jaman.com (http://www.jaman.com), to see what sort of features they're offering and how members are interacting. I've been in LinkedIn for a few years. I learn something from every community I participate in.

— ***Virginia Hines****, InfoWorld, virginia_hines@infoworld.com*

I belong to a few discussion lists about the topic of online communities, but I rarely find them to be worthwhile. One exception is the Online Community Report blog (http://onlinecommunityreport.com).

— ***Esther Schindler****, CXO Media, eschindler@cxo.com*

Mailing lists such as online-news, http://www.placeblogger.com and competing sites such as http://ITToolbox.com.

— ***Adam Gaffin****, Network World, agaffin@nww.com*

One of the first works I read about online hosting was from Howard Rheingold, founder of early communities such as Electric Minds and The Well. I still find his work, "The Art of Hosting Good Conversations Online" (http://www.rheingold.com/texts/artonlinehost.html) to be a vital resource.

— ***Kellie Parker****, PC World, Mac Publishing,*
kellie_parker@pcworld.com

Community webcasts on IDG Central

InfoWorld's **Virginia Hines** and Computerworld's **Ian Lamont** share more tips on building and maintaining communities on two webcasts that are currently available on IDG Central. If you don't yet have an IDG Central password, request one at http://www.idgcentral.com.

More community-related articles in the IDG World Update archives

Check out the World Update section of IDG Central for previously published articles about community activities. View them online, or download PDF files of the relevant issues. Some of the past topics include:

- Revamped Le Monde Informatique site puts focus on user involvement (Jan. 22, 2007)
- IDG Netherlands experiments with company-wide public blog (Oct. 9, 2006)
- Turnkey platform lets InfoWorld jump start community-building effort (Sept. 4, 2006) (An early look at IT ExecConnect, a forum that enables IT executives to connect and communicate with their peers, product and systems experts, as well as the InfoWorld staff.)
- PC-WELT's wiki encourages users to forge close ties to the site (May 15, 2006)

March 26, 2007

Senior Analyst, BPO Services: Market Opportunities by Key Business Processes (IDC)

The Worldwide Services Research Group is looking for a qualified candidate to join its internationally recognized Outsourcing and Offshore Services research team. The individual in this role will provide support across a variety of BPO (business process outsourcing) services markets ranging from existing markets (e.g. HR, F&A, procurement, CRM) to emerging markets such as R&D/engineering services. The focus of this position will be in developing research that integrates the varying BPO markets into a set of overview products; providing market research, analysis, thought leadership and advisory services; and acting as a key contributor to IDC's overall BPO research team. This individual will take the lead in developing and delivering IDC's BPO Services: Market Opportunities by Key Business Processes research practice, a role that will involve both the development and delivery of research and the business management aspects of the practice. Key responsibilities include: following business and IT services companies that compete in the dynamic and evolving global BPO services market, developing and delivering original studies and research that provide an integrated view across BPO markets, engaging in client-centric business consulting, and acting as a client advisor. The role also requires taking lead responsibility for building the client base for this practice area through direct business development and sales. External clients include IT Services and BPO Services providers and leading technology providers. The successful candidate should be able to: Manage and deliver research projects as an independent individual contributor; Demonstrate initiative and structure in independently exploring new topics; Participate in and bring value to a larger team of business services analysts; Demonstrate strong writing, public speaking and presentation skills; Build relationships with key BPO market players and influencers; Participate in business development/sales activities that lead to client acquisition; Balance multiple roles simultaneously. The ideal candidate should have 3-5+ years of professional experience, knowledge of BPO business practices, and familiarity with the dynamics generally affecting BPO issues. In addition, the successful candidate will be able to contribute to IDC research on the global sourcing strategies of IT and Business Process outsourcers and services providers. A Master's degree in a professional field such as business or international affairs is preferred. Excellent computer skills, including word processing, graphics and spreadsheet applications are needed. Initially, travel will be limited to 10-15%.***Location: Framingham, MA***

Contact: K. McGillivray, fax: 508-935-4432, idc_jobs@idc.com

Editorial Intern (IDGE)

Games.Net, IDG's premier gaming aggregation and blog site, is looking for an Editorial Intern. The Editorial Intern will aid in Games.Net's collection of review, preview, and feature data, as well as production of blogs and feature articles. The ideal candidate will have thorough knowledge of the gaming industry and the major sites that cover it. Previous experience is not needed, though a knack for writing about gaming is. Please send a quick, 100-word writeup about why you think you would be good for the job as well as a sample blog post to drudden@games.net

Location: San Francisco CA

Contact: D. Rudden, Phone: (415) 974-7350, Email: drudden@games.net

Sales Coordinator (IDGE)

IDG Entertainment is seeking a Sales Coordinator to join the growing sales team in our San Francisco office. This position will report directly to the West Coast Advertising Director. As the Sales Coordinator you will be responsible for supporting the West Coast sales team in planning, executing and monitoring advertising programs across IDG Entertainment's print and online properties. Responsibilities include assisting sales team with proposals / RFP's, the creation of client proposals, presentations, and media plans, managing Solbright, Mediavisor and Atlas entries, creating internal orders and insertion orders, communicating ad specifications and creative lead times to advertisers/agencies, collecting creative from clients, verifying specifications and following defined creative/traffic process, and providing clients/sales with any necessary campaign reporting. Please submit your cover letter, resume and salary requirements to salesjobs@gamepro.com. Indicate "Sales Coordinator" when applying to this position.

Location: San Francisco CA

Contact: salesjobs@gamepro.com, Email: salesjobs@gamepro.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Public Relations Intern (IPS)

IDG has an exciting opportunity this Summer/Fall for a public relations intern in the company's Boston, MA office. The intern is primarily responsible for projects central to the department's PR program. The intern is responsible for developing and maintaining an editorial database (Microsoft Excel), media coverage binders and related duties as assigned. This internship will provide valuable experience in activities at the heart of corporate and agency public relations programs. Applicants must have demonstrated experience with Microsoft Excel (workbooks and databases) and Microsoft Word. Experience with the Web and Lotus Notes is a plus. Professional demeanor and ability to work in corporate environment is also required. Interest in the communications field, especially public relations, is desired. The position requires a commitment of 24 hours per week. ***Location: Boston MA***

Contact: S. Scogland, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

Senior Copy Editor (MAC)

Macworld magazine is looking for a senior-level copy editor to copyedit manuscripts, layouts, and page proofs for spelling, grammar, house style, tone, logic, formatting, and consistency. Other duties include entering corrections to manuscripts; proofreading final proofs; tracking copy and art elements; assuming managing editorial duties as needed; managing copy flow from freelance copy editors; line editing as necessary; helping to maintain the house style guide and checklists; performing office-related organizational duties specific to the copyediting department; writing and editing miscellaneous copy as needed (such as captions, titles, and blurbs for the table of contents); and working with the editorial, production, and art departments to ensure consistently excellent content in an international, award-winning magazine. Proficiency with QuarkXPress and/or InDesign and Microsoft Word is required. Candidates must be very familiar with The Chicago Manual of Style and should have at least five years' worth of copyediting experience, preferably for a monthly publication and preferably with technical content. Qualified applicants will have a proven ability to meet strict deadlines, be highly organized and minutely detail oriented, and be able to work in a collaborative environment. Familiarity with computer technology in general (and Mac products specifically) is also desirable. This is an on-site, full-time position only. To apply, send a resume and cover letter to jobopps@idg.com. Please reference 'Senior Copy Editor' in the subject line when applying to this position. ***Location: San Francisco CA***

Contact: Job Opportunities, Email: jobopps@idg.com

Email Marketing Manager (PCW)

PC World is seeking an Email Marketing Manager to act as the central point person for the company's email marketing and business intelligence effort. The individual will drive the overall email marketing and lead generation strategy, to promote and cross-promote PC World's information offerings. The Email Marketing Manager will report to the Director of Online Marketing, and will also work closely with other marketing groups in order to develop and manage a central business intelligence database, standardize email and registration efforts, track promotional campaigns, grow the list, and mine & capture data to analyze audience usage. The ideal candidate will have a strong email marketing background with knowledge of database development background and a passion for analyzing and using data to create audience development opportunities across multiple product lines. Candidates should bring a strong knowledge & 3-5 years of experience in direct marketing, specifically email, including spam laws, email deliverability, and campaign testing. This role will require a significant amount of cross department interaction so candidates should have exceptionally strong communication skills, the ability to understand the audience development needs of the various product lines and develop programs. Success will be measured on the ability to develop effective email and lead generation campaigns, and to develop a database that will track and optimize cross marketing efforts leading to increased sales in all lines of business. Please reference 'Email Marketing Manager' in the subject line when applying to this position. ***Location: San Francisco CA***

Contact: PCW Jobs, Email: jobopps@pcworld.com

Shark Bait

continued from page 1

and conditions.

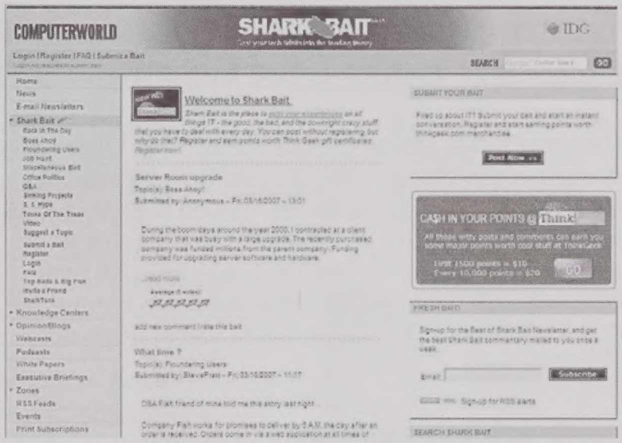
Users have the option to create personal profiles with first and last name, their tech expertise, personal Web site URL, career interests and hobbies. "This cool functionality — suggested by [Senior Applications Developer] **James Barnett** — makes it easier for registered users to start networking with each other, using our buddy list and 'Contact user' feature," Lamont said. "We have to figure out how to effectively leverage this social networking aspect of Shark Bait and emphasize these features more."

To encourage participation, the editors have designed a point system that confers "nerd cred" by rewarding certain behaviors, similar to the Top Scores screens that arcade games display, Lamont said. Visitors earn 1,000 points for registering, 500 points for submitting a bait and 100 for submitting a comment. The 20 users with the most points are listed in the Big Fish roster.

Any visitor to the site can rate baits on a scale of one (bad) to five (good) sharks; all ratings for a bait are combined for a Current Rating. Registered Shark Bait users can also rate bait comments on the same scale. Bait rating "leverages the power of the community to help users — and Computerworld — identify the best content," Lamont said. "Visitors to Shark Bait who see an item with a four-shark rating based on dozens of votes are more likely to check out that bait — and leave comments — than if it were a one-shark rating based on three votes."

Points can also be tied into in-house and partner promotions, Lamont said. "We have a promotion with online gadget retailer ThinkGeek that awards gift certificates based on points. It's been very popular and has really helped us boost the number of baits and comments."

While many of the baits mirror the types of stories published in Shark Tank, CW editors are seeing other types of baits, too, and adjusting the site accordingly. A number of people submitted baits that reminisced about quirky computer technology from decades past. Other visitors had similar stories, either submitted as baits or comments, so the editors created a special topic area for them called 'Back In The Day.'



A point system confers "nerd cred" on users who submit and comment on baits and aims to boost participation in Shark Tank.

Another category of submissions involves tech- or workplace-related questions, which gave birth to another special area called 'Q&A.' "A lot of people have responded to these baits, and some submit their own questions for the community to comment on," Lamont said.

Lamont and **Ken Gagné**, Computerworld associate editor of community content, moderate Shark Bait. Much of their work involves deleting spam comments and spam baits and reassigning topic categories for specific baits. "We are really taking a hands-off approach to the bait content; if there is a misspelling in a headline, we'll correct that, but otherwise don't get into editing baits," Lamont said.

Lamont reported a limited number of problems with unruly users. "We make it clear in the FAQ that we will remove off-topic baits, spam, potentially libelous baits, obscene or off-color baits, personal attacks or threatening language, plagiarized material, commercial promotions or hyperlinks to material that is not directly related to the discussion." Despite the warning, several users have submitted inappropriate baits, all of which were removed. Two tools that have helped CW in the fight against suspect content are an anti-spam measure that requires users to type in a series of scrambled letters before their bait or comments can be published and a reporting feature that lets users notify administrators about spam or other questionable content.

For more information contact Ian Lamont at ian_lamont@computerworld.com. WU

Videos offer a new hook for Shark Bait users

Not only can Shark Bait users read about tales of IT woe, they can now watch some, too. Computerworld editors recently decided to prime the pump a bit and post several video clips from YouTube (YouTube supplies a flash player that can be embedded on a site's pages), and is planning to include video from the IDG News Service, according to Computerworld Senior Online Projects Editor **Ian Lamont**. Some recent videos on the site include the following:

Computer repair fraud?
http://sharkbait.computerworld.com/?q=node/304

Clean your keyboard in the dishwasher?
http://sharkbait.computerworld.com/?q=node/152

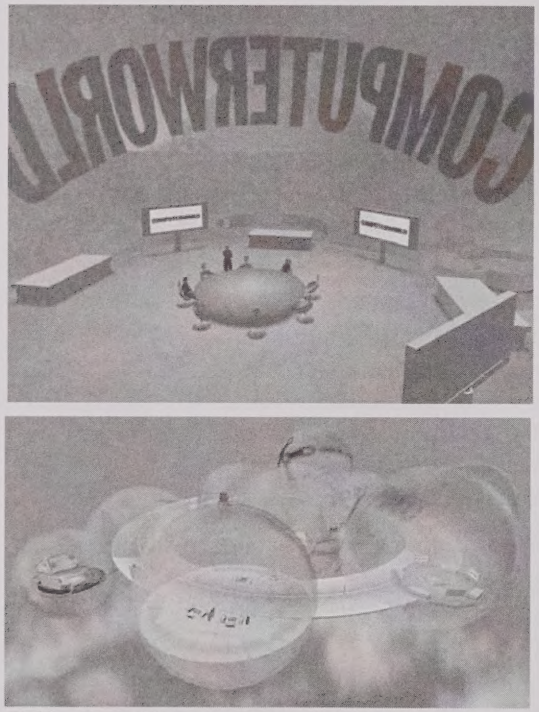
Internet Tech Support
http://sharkbait.computerworld.com/?q=node/248

Users cannot yet post videos to the site, Lamont said. "We are in the early stages of discussing how users might be able to post video and photographs directly to the site, but there are issues we have to work out relating to the interface, sizing, security, copyright and storage."

Computerworld Denmark creates virtual lab in Second Life

Invites IBM, Danish lab to join them in 3D lab, which will test media formats, products

The virtual world Second Life (SL) may represent significant changes in the Internet world or it could be passing fad, but Computerworld Denmark has decided to invest substantial time and effort to see where the SL journey leads. It has reached out to IBM and the Danish research center Innovation Lab to establish a three-dimensional virtual lab in SL called House of Horizons, which had its grand opening on March 3.


(Top) Computerworld's meeting space within the larger House of Horizons lab (bottom), which has dedicated areas for other paying tenants.

According to CW Denmark Editor-in-chief **Mikael Lindholm**, IBM already has some 700 employees working on SL projects for IBM customers interested in exploring the potential of integrating 3-D into training, customer service and sales. Innovation Labs wants to build prototypes of new products and test them before constructing them in real life. Computerworld's interest lies in "testing new media formats and products and exploring new venues of communication," he said. "We want to improve the media experience to benefit our users and learn how we can get closer to our readers through a 3D-Internet browser."

While each of the three partners will pursue its own SL projects, they are also sharing expertise and will likely collaborate on some other projects along the way. They also co-exist within House of Horizons in their own designated areas.

The House of Horizons is located on the IBM islands at http://slurl.com/secondlife/IBM%202/92/180/22). The house is being scripted (i.e., created in way that enables objects to interact with each other and with SL residents) by Aimee Weber, one of the leading SL-programmers. (IDG Denmark has invested about US$8,000 in the SL project, primarily for Weber's role in creating House of Horizons.) The house will be open for other paying tenants who want to explore the possibilities of 3D media.

CW Denmark hopes that visitors will participate in the ongoing development of House of Horizons by using it as a new platform for obtaining news and information and engaging in discussions. The staff has created a "bridge" between http://www.computerworld.dk and the virtual house so that readers can go back and forth with just one click; they must be registered as SL citizens to do so.

As a way to build user-generated content, CW Denmark has 15 reader-reporters who provide articles, commentaries and reviews of various activities on SL, which are reported on an SL blog on the publication's Web site. They were recruited through print and online ads and articles and are primarily IT professionals and university students. "The quality of the content is high, and they've created quite a lot of traffic on our site," Lindholm said. Several CW Denmark reporters also write about SL in blogs and regular articles.

House of Horizons serves as a meeting facility, and CW has begun holding meetings with its SL user reporters there. "Meeting in SL enriches an encounter with a visual and a social dimension that a phone meeting just doesn't facilitate as well," Lindholm said, noting that while communication is now via the keyboard, audio conversations through Skype will soon be part of the mix. The House of Horizons project group (composed of representatives of IBM, CW and Innovation Labs), has held regular phone meetings up to now but will soon switch to SL meetings, also with a parallel phone connection.

The March 3 press conference announcing House of Horizons' opening drew close to 100 people to the Innovation Lab on the campus of the IT University in Copenhagen. However, hundreds more participated in the event through their avatars in Second Life. As part of the festivities, a popular Danish rock band played live at the press conference as well as via their avatars within the House of Horizons. Danish TV covered the press conference, and CW Denmark also has a partnership with Danish TV2 to provide content from its virtual reporters about life in SL while TV2 contributes filming.

"I have no idea where SL will lead us, but so far we will focus on experimenting and await the results," Lindholm said. "If Second Life really turns out to be the prototype of an upcoming multimedia Internet, we intend to be among the first to spot and report on the fact from our front position — where else should we be?"

Write to mlindholm@idg.dk. Visit Second Life at http://www.secondlife.com. A detailed version of this article, more photos and a video are on IDG Central.

Macwelt opens booth in Second Life

This week's World Update section of IDG Central includes details about Macwelt's venture in a German-speaking area of Second Life.

IDG Sweden's Studio.se will offer enhanced paid-member option

Popular community forum is first of many launches planned for coming months

IDG Sweden is embarking on an ambitious plan to launch community forums for most of its print publications as well as develop a number of stand-alone online communities not allied with any existing brand. The first community forum, Studio.se, launched last month and targets readers of its four-year-old monthly Studio magazine, which serves both amateur and professional musicians and producers as well as music lovers and others involved in the country's music industry.

Studio.se, which builds on an existing discussion forum, offers members — all of whom must register — a greatly expanded menu of features and services. According to Editor-in-chief **Björn Olsberg**, the most popular of these by far is the music upload area. "This service allows our members to upload completed pieces of original music or works in progress. Other members can listen to the music and provide feedback and advice on how to improve or complete the work. Today we offer 15 megabytes of space at no cost but later this spring we plan to offer paying members the opportunity to purchase additional space," he said adding, "In the future, we will provide the ability for paying members to sell their music directly from the site."

> *The most popular area by far is the music upload area. "This service allows our members to upload completed pieces of original music or works in progress. Other members can listen to the music and provide feedback and advice on how to improve or complete the work."*
>
> *— Björn Olsberg*

There are several categories of membership, Olsberg said, with the standard level costing approximately US$300 per year. Depending on their membership category, users will have the ability to start groups, market their music, unlock the PDF archive and access various articles and reviews from Studio. Olsberg said they will offer people who are not paying members of Studio an opportunity to sell their music on an alternate consumer-oriented site and via partnerships.

With just over 10,000 registered users to date, the site has been a "priceless" resource for the editorial staff, Olsberg said, allowing the editors to "meet" their readers and participate in discussions with them. "The discussion forums have allowed us to quickly and easily pick up trends from the music-making industry, learn more about what is on the minds of our readers, clarify members' questions about the magazine and so on," Olsberg said.

Olsberg said the forum currently receives almost 1,000 posts per day, "many of them written as intact articles or product reviews. Because of the huge volume of highly useful information that users share with one another, it is important, Olsberg said, to structure the site in a way that allows users to keep track information that is important to them. "Previously, each new post would simply push the older posts further down the screen where they would soon be forgotten. Now our site is structured much more like a knowledge base. We categorize content within various forums, blogs and groups to help users easily locate and keep track of what is important to them."

Soon Studio.se members will have the chance to select from among several paid membership categories, giving them access to various extra resources and options, said Studio Editor-in-chief ***Björn Olsberg****.*

The groups are a unique service, Olsberg said, allowing members to get together privately using their own forum and file area. "The idea behind the groups is to help members collaborate on various projects." Members can also start new groups to focus on areas of interest not available elsewhere on the site. "For example," Olsberg said, "you can start a geographically oriented group for people in a specific town, for people who use certain music tools or for people who share a certain role such as moderators."

IDG Sweden is using a commercial community platform called XCAP from Josh (http://www.josh.se) for Studio.se as well as upcoming community sites. When working with a third-party, be prepared to do a great deal of very detailed specifications, Olsberg said. "Operate under the assumption that if something can be misunderstood, it will be."

In addition, when launching new services with a new platform, "you will always run into problems, and with a community you need to act fast," Olsberg said. "Everyone in the company who is involved in running a community should have a written list of every relevant contact person who can help with various issues. You cannot afford to keep a member who is having trouble logging in or accessing a forum waiting for someone to get back from vacation to fix the problem. Don't risk having a member's question languish in a gatekeeper's e-mail inbox — if you are not responsive and helpful, members will move on to another community. And they move quickly."

Contact Bjorn Olsberg at bjorn.olsberg@idg.se.

Users respond in a big way to IDG Entertainment community applications

The IDG Entertainment (IDGE) online network consists of six sites: GamePro.com, GameHelp.com, Games.net, BlogFaction,com, GameDownloads.com and GameProFamily.com. Prior to its relaunch in April 2006, GamePro.com, the oldest of the company's family of sites, was averaging approximately 155 pieces of user-submitted content a day. By October, that figure had leaped 2,290% to some 3,550 pieces of user-submitted content a day, according to IDG Entertainment Director of Online Product Development **Craig Eastman**. Following is a brief description of the key community applications currently in use by IDGE.

Network registration. Users' login name and password work on all IDG Entertainment sites, except GamePro Family, where we are collecting a separate list of names. We collect the basic user info (name, sex, age, mail address, etc.) of those over the age of 13 for the purpose of fulfilling sweepstakes prizes primarily. Moving forward, we will be tying together various custom application elements to begin a new user-retention program — cross-referencing community data to newsletters data and print subscription data. All will be done in the name of community and offering users more access to all our content.

Message boards. A custom message board application, used on GamePro.com and GamerHelp.com.

User reviews. A custom user review builder, used on Gamepro.com and Games.net. User reviews are almost always posted 'as is." Only on occasion will we delete any content. Incentives include having your review published in a special section in the magazine — kids like that. In the future, we hope to add a user voting mechanism to provide quality assurance without having to police the content ourselves; the community will do this for us.

Comments. Custom application used on all sites, in one shape or another, placed under news, reviews, previews, features, blogs and video. Registration is required for all commenting.

Blog/Story submission. A custom application built initially for staff members but then enhanced and made available to registered users who have earned particular user ranking. Editors have a blog via "Staff" status of registration ranking. Users must earn a specific ranking by interacting in the community (earn a specific amount of points), then are given the ability to blog.

Image/video submission. A new application in beta now. While users are currently allowed to upload their own avatar images, we plan to increase this offering to allow them to build their own image galleries within their profile pages.

Polls/sweeps. A custom application created to provide data to marketing department, customization options for sales, and all tied to central registration database. IDGE runs anywhere from six to 12 sweeps per month, collecting approximately 4,000 to 40,000 entries per event.

Ask the Pros. Users submit questions to editorial staff via direct e-mail contact. Staff selects questions to run on the site, as well as in the print publication. User submissions tied to profile page, point/ranking system as well as avatar presented where published.

Contact Craig Eastman at ceastman@gamepro.com.

Zoom.nl

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There are also photo contests sponsored by firms such as Canon and Sony, which "pay good money to be part of this," de Graaf said. After a contest runs online, the winners and their photos are published in the magazine.

Sponsored blog posts on the site have a different look than regular blog postings. "It's quite unbelievable to see that even these commercial posts get a lot of comments," de Graaf said. Canon ran a poll in a sponsored blog post about one of its products, and, according to de Graaf, 447 people took the poll, answering the five general questions about digital photography, and more than 30 people discussed it in the comment section of the post. "Interactive advertising works," he noted, "and Canon was very pleased with the outcome."

Future site-monetizing plans include the following:

- **Manufacturer-sponsored users.** "Users get their equipment free from the manufacturer, and with every photo they upload others can see that they are sponsored, and IDG Netherlands, of course, gets paid by the sponsor," de Graaf said. Companies do it for the exposure, he noted. "Within every community there a hierarchy of respected users. If one of those users takes beautiful photos with, say, a Canon camera, it attracts other people to that camera. It's like celebrities who wear new clothes; their fans will want them, too. It's a new, creative form of advertising."
- **Sponsored categories**, such as travel photos sponsored by a travel agency.
- **Sponsored categories defined by photo tags**. "If you search for 'Amsterdam' you'll see all the photos tagged Amsterdam, providing you with a look and feel of the city of Amsterdam — and all sponsored by the City of Amsterdam."
- **Third-party sponsorships**. "For instance, a major realtor may have a site where people look for houses. The site shows the pictures of the houses, and we can feed them photos from the neighborhoods those houses are in."

"The possibilities are endless," he added.

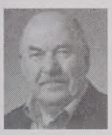
For more information contact Remco de Graaf at rdegraaf@idg.nl.

Remco de Graaf and **Sander van de Graaf** spoke about Zoom.nl at last November's PC World and Macworld GPSC Meeting in Toronto. Their presentation is available on IDG Central under Corporate Resources/ Global Meetings.

Online community managers go by many names, titles

The following individuals either have online community manager responsibilities, manage those that do or can speak knowledgeably about activities in that area. While this is by no means a complete list of employees involved in this kind of work, it is a starting point for information sharing. If you want to suggest additional names for this list, which will be included on the IDG Best Practices Exchange on IDG Central, write to world_update@idg.com.

Canada



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Esther Schindler
Senior Online Editor, CIO.com and CSOonline.com
CXO Media
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IDG Central blogs focus on community

"Reinventing Media" by InfoWorld's **Virginia Hines** and "Community Gardening" by PCW/Mac Publishing's **Kellie Parker** each take a look at ways to build and maintain communities. Hines looks broadly at InfoWorld.com's journey toward becoming a 21st century media business, and Parker comments on online and social networking news.

Take a look and add your comments. Who knows where an internal IDG discussion may lead?

off line for fun

The editors of IDG World Update recently surveyed IDG employees across the company about the online communities — either work-related or not — to which they belong and why.

"Tour Magazin Forum (http://forum.tour-magazin.de) is a community from a famous German bicycle magazine where we discuss bicycles, races, bike technology, etc. For me it's very interesting to talk about some bike races I'm doing or want to do. I like to read about the experience others had, and I want to share my experience with the others."

— ***Frank Klinkenberg**, director of online business, IDG Germany*

"Brainstorms (http://brainstorms.rheingold.com) is a semi-private community, founded by Howard Rheingold for knowledgeable, civil, fun conversation. We are a few hundred people from all over the world who gather to discuss current events, food, technology, culture, society and just about anything else there is interest in. The conversation is always intelligent and passionate."

— ***Kellie Parker**, online community manager, PC World and Mac Publishing*

"I occasionally comment on the Avid Xpress DV forum on Avid's Web site (http://www.avid.com/exchange/forums/47/ShowForum.aspx). Avid makes the video editing software I use, and I read the forum for knowledge. Sometimes when people have a query that I feel I can help with I will send a message."

— ***Martyn Williams**, Tokyo bureau chief, IDG News Service*

"I love to play the online game World of Warcraft. Players in this game gather in so-called guilds. I am in one of the biggest of the guilds, The Shining Dawn. We have a website (http://www.theshiningdawn.com) where we can meet outside the game to discuss upcoming events, evaluate past ones and just chat off-topic. I joined to keep up with guild business and learn new strategies and tactics. And, most importantly, for the fun and for the Dawn!"

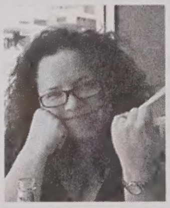
— ***Jeroen Doorn**, Webwereld deputy editor-in-chief, IDG Netherlands*

"I'm a member of A2Central.com, a community of retrocomputing enthusiasts who still use the Apple II computer. We find new ways to adapt old software and hardware to today's needs, and in the rare instances that 'it can't be done' we devise new technology. I find that the Apple II attracts people of a certain mindset and spirit: a creativity, resilience, dedication, history and nonconformity that is often lacking among today's increasingly technocentric society."

— ***Ken Gagné**, associate editor, Community Content, Computerworld*

"The only non-work-related site I visit on a regular basis is the Sydney Airport Message Forum (http://www.vpmag.com/yssy/index.php). Many of the participants work at the airport and so have an intimate knowledge of what the movements are. I hardly post as I am more keen on seeing what obscure planes land in Sydney — I have an interest in noisy, polluting ones like B707s, which are rarely seen in Sydney these days. So if there is a lead I take myself down to the airport and hear (seeing it is less important) it arrive."

— ***Howard Dahdah**, online producer, IDG Australia*



"My favorite online community is Grey Matter, the writers' website for the TV drama "Grey's Anatomy" (http://www.greyswriters.com/), a show I fell in love with from the first episode. Being able to go online after an episode has aired and read how the episode came to be and the other subtle nuances I may have missed enables me to take my interest to another level."

— ***Hannah Richardson**, manager, Services and Marketing, IDG Australia*

"www.ukclimbing.com provides forums and other social networking functionality for rock climbers and mountaineers, including route information, a logbook of climbs done, photos of climbs and mountains and climbing wish lists. It's all pretty niche, but for those obsessed with the vertical world, it's almost invaluable."

— ***Dan Sullivan**, online development manager, IDG Communications U.K.*

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG publishes more than 300 magazines and newspapers in 85 countries including *CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World*, and *PC World*. IDG's online network includes more than 450 Web sites. IDG's lead generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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Four business units pick up five Neal Awards

CW's Don Tennant presented with Timothy White Award for editorial integrity

Four IDG business units took home five Neal Awards at last month's 53rd annual Jesse H. Neal National Business Journalism Awards in New York. In addition, Computerworld Vice President and Editor-in-chief **Don Tennant** received the prestigious Timothy White Award, which recognizes an editor whose work displays superior courage, integrity and passion.

*Representing the winning editorial departments were (l-r): **Jason Snell**, editorial director, Macworld; **Abbie Lundberg**, editor-in-chief, CIO; **Derek Slater**, editor-in-chief, CSO; **Sarah Scalet**, senior writer, CSO; and **Don Tennant**, editor-in-chief, Computerworld.*

In naming Tennant, the judges said, "Don Tennant is a man well-known for his editorial and personal integrity, who used his editor-in-chief voice to bring to light many ethical issues within the computer industry as well as his own magazine."

Accepting the award, Tennant told the audience, which included a large contingent of IDG colleagues, "Three years ago I was in this room, seated next to my predecessor, Maryfran Johnson. When I heard her name announced as the first recipient of the Timothy White Award, I can't describe to you how proud I was, not only of her, but of being a part of a publication and a company that supported her with a foundation built around a cornerstone of editorial integrity. I'm very much aware that without that foundation and the hard work and dedication of a lot of people who have safeguarded that trust for 40 years, I could never have even been considered for this honor."

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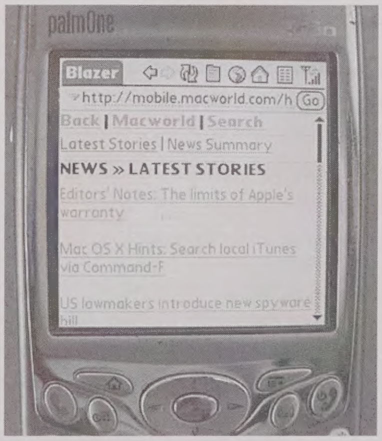
IDG's U.S. sites offer Web content optimized for mobile users

Last month, IDG became the first technology media company in the U.S. to offer news and information in a format specifically tailored for users of smartphones and other mobile devices.

Thanks to an agreement with mDog (http://www.mDog.com), each of IDG's U.S. Web sites — cio.com, computerworld.com, csoonline.com, gamepro.com, infoworld.com, macworld.com, networkworld.com and pcworld.com — can now automatically detect if a reader is accessing the site with a mobile browser and redirect them to a version of the site tuned for viewing on these devices.


palmOne
Blazer
http://mobile.macworld.com/h
Go
Back | Macworld | Search
Latest Stories | News Summary
NEWS » LATEST STORIES
Editors' Notes: The limits of Apple's warranty
Mac OS X Hints: Search local iTunes via Command-F
US lawmakers introduce new spyware bill

The mobile version of Macworld.com is light on images and complex layouts but rich in content.

What this means, said Keith Gerard, CEO of mDog, is that mobile users will see an optimized version of the site's content that is formatted specifically for the screen resolutions and display limitations of mobile Web browsers. "Mobile-formatted images, scaled and compressed for the mobile screen, are made available if relevant to the context of the article," he said.

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newsworthy

in brief

MacworldEncore delivers presentations online and on DVD

IDG World Expo is extending the life of its recent record-breaking Macworld Conference & Expo by teaming up with Soma Media (http://www.soma-media.com), a leading provider of conference recording and delivery technology, to offer MacworldEncore, a suite of products that allows Mac aficionados to catch the show presentations they missed — or want to revisit — online and on DVD.

The two-disc MacworldEncore DVD-ROM set offers more than 80 Macworld Expo presentations. Each one contains full-screen PowerPoint slides, live demonstrations, searchable speaker biographies and abstracts. The discs, which cost US$299 for the set, are playable only on an Apple computer, not on a DVD player connected to a television.

Individual presentations can be purchased and downloaded as iPod-compatible Quick Time movies; costs range between $5 and $30, depending on the length of the movie. The DVD set and the individual presentations can be purchased at http://www.macworldencore.com.

"Soma Media's Conference Encore product recreated the educational sessions from Macworld Expo's various conference programs with extremely high quality," said **Paul Kent**, Macworld Conference & Expo vice president.

"The audience for this product is anyone who attended the conference and wants to watch presentations they were unable to attend, or for those that may want to revisit what they learned in presentations they did attend," said **Charlotte McCormack**, IDG World Expo public relations manager. "It's also a great product for people around the world who were not able to attend the event at all but want to benefit from the world-class content that was presented."

McCormack said that approximately 600 DVD-ROM sets have already been sold and more than 250 individual presentations have been sold online. She said other World Expo show managers are looking at the viability of this product for their events.

Contact Romy Randev at romy@soma-media.com or Charlotte McCormack at charlotte_mccormack@idg.com. WU

InfoWorld drops print in favor of total focus on online, events

InfoWorld
Final Print Issue
A New Era Begins

InfoWorld's April 2 issue will be its last.

InfoWorld Media Group announced last month that it will cease publication of its printed weekly magazine, effective with the April 2 issue, in order to focus all of its resources on its fast-growing online and events businesses, including InfoWorld.com, the Open Source Business Conference, SOA Executive Forum and Virtualization Executive Forum. Unique visitor traffic at InfoWorld.com has increased 85% (February 2006 compared to February 2007), reflecting audience migration online, as well as strategic and ongoing investments in online content, product diversification and audience development.

"In the past two years, we have invested heavily to grow InfoWorld's non-print business so today its revenue is predominantly from online and events," said **Bob Carrigan**, president, IDG Communications. "While a weekly issue no longer made sense at InfoWorld, print remains in demand by readers and marketers at IDG's other brands."

"For the past 24 months, InfoWorld has experienced tremendous growth in online and events by focusing on emerging areas of technology that our competition has either missed or ignored," said InfoWorld Media Group CEO **Bob Ostrow**. "Our audiences and marketers have expressed their preferences and it made sense for us to devote all our resources to what matters most to them, expanding our 'market maker' focus through online and events.

Eleven employees with print-related responsibilities have been laid off at InfoWorld.

*Contact **Paul Calento**, SVP/Strategic Development, InfoWorld at paul_calento@infoworld.com. More about the announcement can also be found in recent blog posts from Infoworld.com VP and General Manager **Virginia Hines** and PC World and Mac Publishing President & CEO **Colin Crawford** (both blogs are accessible on IDG Central).* WU

Mobile content

continued from page 1

According to IDG Communications President **Bob Carrigan**, who brokered the deal with mDog, this is the ideal time for IDG to be moving aggressively into the mobile arena.

"Our readers are some of the most mobile, technologically sophisticated consumers of news and information," he said. "We want to be out front in meeting their needs and learning how often they use and how much they rely on mobile content. If we promote it and pay attention to how our users and advertisers react to our mobile content, we will learn a lot."

IDG business units will receive reports from mDog detailing users' interaction with the sites.

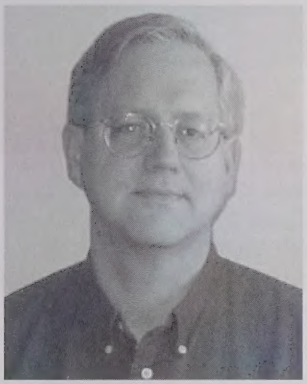
mDog technology is compatible with all wireless carriers and any Web-enabled mobile equipment with a browser such as Blackberry, Treo, Windows Mobile, Sidekick and most Nokia and Motorola Q handsets. According to Gerard, the mDog platform is also compatible with any language.

Any non-U.S. business unit interested in learning more about the platform, may contact Keith Gerard at kgerard@mdog.com. WU

the interview

one on one

PC World senior copy editors ***Steven Gray*** *and* ***Tracy Yee-Vaught*** *are this week's columnists. Part 2 of their column will appear in next week's issue. Reach them at steven_gray@pcworld.com and tracy_yee@pcworld.com.*



Gray

Yee-Vaught

> *"Above all, we don't copyedit for other copy editors. We copyedit for readers who, consciously or not, appreciate the difference between clear, direct, precise writing and vague, convoluted, dull writing."*
>
> *— Steven Gray*

Q How has the copyediting process changed at PC World in the past seven years?

SG For articles destined for print, we've gone from print-first, paper-and-pencil copyediting with two rounds of reading at the manuscript stage to online-first, on-screen copyediting and a single read. Seven years ago, PC World treated the online version of a magazine article as an afterthought to be posted without substantive changes. Today, the online version is the story of record and often has extra sidebars and expanded charts.

TYV In 1999, when I started, the site editors were entirely separate from the print staff. We did online-only pieces, but nothing particularly fancy. Putting up from-print material was mostly a matter of formatting. Over the next year or so, the two groups re-integrated, but it still took some additional time — and unfortunately, some staff reductions — before print and online editing became a unified activity.

SG These days, as the quantity of material has increased and the size of our staff has diminished, the amount of attention we can devote to each article has dropped sharply. As a result, the person copyediting an article has far less backup from other copy editors and control editors have far less time and inclination to contest copy edit changes.

Q How about for online-only stories — any changes there?

TYV Working with online material is a constantly evolving challenge because our site is becoming increasingly interactive and multimedia-oriented. Frequently we have to address technical, noncopyediting matters that affect the end product's appearance, navigation, and functionality.

SG That work involves a number of rote mechanical tasks, such as creating and reviewing an article's XML formatting, and checking all of the story's links to confirm that they work properly. So, we spend a smaller proportion of our time reading manuscripts for grammatical mistakes and stylistic infelicities than we did in the past.

TYV Since we're detail-oriented people, I suppose it makes sense that we handle these nitty-gritty things too. But it has been a profound change for the copy desk, nonetheless.

Q Does PC World have a different style or voice online than in print?

SG All print content receives close reads by the control editor (who is usually not the author), a second editor, a copy editor, and a proofreader. A blog posting, in contrast, goes up on our site directly from the author. Inevitably, blog entries have a freshness, an immediacy, and a grammatical variability that more-polished articles do not.

TYV For online stories that do come to the copy desk, we apply the same style and standards as we do for magazine content. Readers want content that's entertaining, sure, but what they really need from PCW is information and educated opinion—and especially online, they want it all immediately, so a writer has to be clear and to the point.

SG It's easy to go overboard in characterizing "the voice" of a publication, because our goal is to offer a bunch of individual voices that can carry a tune harmoniously. Still, our print content and our online content do sound different. Our print persona is friendly, trustworthy, and knowledgeable without being overbearing. Our Web site persona is all of these things on casual Friday.

TYV When we copyedit, we're certainly not trying to eradicate a writer's personality, but we do want to ensure that the personality doesn't obscure the message. And because PCW is such a strong brand, readers expect us not to be overly casual, to the point where the language is sloppy and the attempt to be hip sounds forced.

SG Above all, we don't copyedit for other copy editors. We copyedit for readers who, consciously or not, appreciate the difference between clear, direct, precise writing and vague, convoluted, dull writing. Finding a syntactically sound yet natural way of saying something may take longer than writing down the first thing that occurs to you, but thousands of readers benefit from the extra effort.

Q From a technical copyediting standpoint, does the quality of online articles differ from that of print articles?

TYV A lot of items now launch on the site without any copyediting. And anything the desk handles goes through just one read. Sometimes mistakes go live. Of course, we can correct an error at any time, but that isn't much comfort to us. We're charged to make things right *before* they see the light of day; it's a mission we take seriously.

SG Copyediting for online reminds me of Lucy's stint at the candy factory: Content keeps piling up on the conveyor belt, and you have to package it before it falls onto the floor. But in some sense, online articles are infinitely correctable.

New format boosts client/analyst interaction at IDC Directions

Successful event the result of many contributors

Many people helped to transition Directions into an event that better facilitated onsite connections between attendees and analysts. **Joan Jolley**, **Don Best** and **Kristin Hambelton** worked with **Kirk Campbell** on the overall event development. Hambelton increased attendance in both cities. **Laurie Horn** and **Ruth Sager** managed and hosted the Analyst Connection Kiosk. **Peter Short** managed the pre-event shipping, onsite setup and dismantle of the event. **Kim Muri** recruited and managed volunteers to staff the events onsite. **Karen Weston**, **Doreen Francy**, **Brenda Casey** provided a liaison for speakers and analysts information exchange prior to the event. And **Jay Campbell** and **Dana Basilone** communicated the new event features in an expanded Web site and onsite program guide. These key staff members, together with more than 91 onsite volunteers, are credited with the success of Directions 2007.

The 42nd annual IDC Directions 2007 conferences took place in San Jose, Calif. (March 6) and Boston, Mass. (March 14). The event, themed "Finding Opportunities in an Era of Disruption," focused on the growing uncertainties in the technology market and key growth opportunities available to astute players. This year's Directions offered more opportunities than ever for senior-level executives from IT companies to make connections between analysts and attendees with an expanded one-to-one Analyst Meeting Pavilion and other enhancements.

Featured keynotes addressed the impending peak period of innovation and disruption (i.e., confusion or disorder, as defined by IDC) in the global IT community and the contributing factors that have led to this market landscape. The content focused on how IT will drive growth in new areas, including consumer IT, the future of services, and redefinition of enterprise IT. IDC Chief Research Officer **John Gantz**, presented the opening session, "The Coming ShockWave," which drew a connection between the innovation, disruption and opportunity by examining the potential unintended consequences of these trends and developing a road map to find and seize new opportunities.

> "We changed the event format to allow clients a greater opportunity for onsite connections with our analysts and to personalize the event experience for each guest."
>
> — Kirk Campbell

IDC Vice President of Consumer and Broadband Markets **Danielle Levitas** questioned whether consumers or technology are driving these market transitions and discussed how the rise of social networking and rich graphics creates "immersive experiences" (evident in online games such as World of Warcraft or the virtual world Second Life) that have transformed people's Web experiences. Similarly, **David Tapper**, program director, Outsourcing, Utility and Offshore Services at IDC, explored how the world of service delivery is undergoing its own radical transformation and offered insight to companies that are looking to stake a position. **Frank Gens**, IDC SVP/Research, concluded the morning sessions with an explanation on how this "hyper-disruption" is already beginning to redefine the winning technologies and strategies of IT in the enterprise.

JOE GREENE PHOTO

IDC President and CEO ***Kirk Campbell*** *conferred with an attendee at last month's Directions conference.*

ANALYST CONNECTION KIOSK
JOE GREENE PHOTO

New at this year's Direction conference was the Analyst Connection Kiosk. Above, ***Laurie Horn,*** *client services representative, helps an attendee arrange a meeting with an IDC analyst.*

This year's event moderator, **Crawford Del Prete**, IDC SVP/Communications, Hardware, Services and Software Research, hosted the day's activities with keynote speaker's introductions, transitions between sessions and a summation of the essential take-away guidance with a closing recap presentation.

Don Tapscott, one of the world's leading business strategists and author of 11 books, most recently the best-selling *Wikinomics: How Mass Collaboration Changes Everything*, delivered the closing keynote. Tapscott focused on how smart companies — both customers and suppliers of IT products and services — can harness collective capability and genius to spur innovation, growth and success.

IDC President & CEO **Kirk Campbell** opened both East and West Coast conferences and welcomed a combined audience of 2,818 people, exceeding last year's numbers by almost 20%. "Directions has always offered clients a strong day of content," said Campbell. "This year, to supplement the strong

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April 2, 2007

IT QA Analyst (CSG)

IDG's Corporate Support Group is searching for a Quality Assurance Analyst to join the Information Technology team. The individual in this position will be working as a part of the testing team to help ensure the quality of IDG's financial applications and corporate support systems. Responsibilities include creating and executing test plans based on the needs of each system and project, defect tracking, communication, and resolution.. Additional responsibilities include providing support and training to the end user, overseeing user acceptance testing, assisting in the development of test cases, test documentation and test results, reporting on testing status and issues to the project manager and assisting with the creation of systems documentation. Ideal candidates will have 1 – 2 years experience in a corporate environment, excellent written and verbal communication skills, excellent analytical skills and the ability to work in a team environment with associates at all organizational levels are required. Experience performing quality assurance or testing is desired. Understanding of financial systems, financial transactions and testing methodologies and SQL is a plus. ***Location: Framingham MA***
Contact: S. Scogland, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

Regional Sales Manager (CXO)

CXO Media, Inc. has an exciting opportunity for an experienced Regional Sales Manager based in San Francisco with it's market leading brand, CIO. This position will be responsible for maintaining and growing an established integrated advertising base in the Western Region. Specific responsibilities will include direct sales, developing effective sales presentations, and forging new strategic, high-level, client relationships with current and new customers. A minimum of 5 years sales management experience and successful track record of growing revenues is required. Candidates must possess knowledge of the high tech market, extensive contacts in the broad IT industry, experience working with agencies, start-up experience, excellent communication skills, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to highly sophisticated clients. The candidate must be a dynamic, self-starting team player who excels in a fast paced, competitive sales environment. Travel required ***Location: Framingham MA***
Contact: Pauline Boyle, Fax: 508-875-4489, Phone: 508-935-4192, Email: cxojobs@cxo.com

Sales Associate (CXO)

The CIO Executive Council has an exciting opening for a Sales Associate. This position will support the Sales Development managers and work to maximize the overall productivity of the sales staff. Responsibilities include: lead and prospect development, management and distribution of incoming leads to the council, coordinating and assisting with CIO sales calls, recording orders, supporting renewal efforts through scheduling of mid year member check in calls, tracking outstanding council receivables, and serving as the team lead and administrator for Salesforce.com. Job Requirements include: BA/BS Degree or equivalent, superior telephone skills, strong oral and written communication skills, ability to assimilate large amounts of diverse information quickly, strong comfort level in conversing with C-level executives. Prior experience in a sales environment and proficiency in Microsoft Office applications (Word, Excel, PPT) are required. ***Location: Framingham MA***
Contact: Pauline Boyle, Fax: 508-875-4489, Phone: 508-935-4192, Email: cxojobs@cxo.com

Sr. Research Analyst, Application Outsourcing Services (IDC)

The Worldwide Services Research Group is looking for a qualified candidate to join its internationally recognized Outsourcing and Offshore Services research team. The individual in this role will serve as IDC's lead subject matter expert on the topic of Application Outsourcing Services, providing market research, analysis, thought leadership and advisory services on the Application Outsourcing services markets, including traditional application outsourcing, application hosting and related global sourcing services. Responsibilities: This individual will take the lead in developing and delivering IDC's Application Outsourcing Services research practice, a role that will involve both the development and delivery of research, and the business management aspects of the practice. Key responsibilities include: following business and IT services companies that compete in the dynamic and evolving global Application Outsourcing services market, developing and delivering original studies and research on the Application Outsourcing Services market, engaging in client-centric business consulting, and acting as a client advisor. The role also requires taking lead responsibility for building the client base for this practice area through direct business development and sales. External clients include IT Services and BPO Services providers, hosting providers, and leading technology

providers. Qualifications: The successful candidate should be able to Manage and deliver research projects as an independent individual contributor; Demonstrate initiative and structure in independently exploring new topics; Participate in and bring value to a larger team of business services analysts; Demonstrate strong writing, public speaking and presentation skills; Build relationships with key application outsourcing market players and influencers; Participate in business development/sales activities that lead to client acquisition; Balance multiple roles simultaneously. The ideal candidate should have 3-5+ years of professional experience, knowledge of application outsourcing and hosting services business practices, and familiarity with the dynamics generally affecting application outsourcing issues. In addition the successful candidate will be able to contribute to IDC research on the global sourcing strategies of application outsourcers and services providers. A Master's degree in a professional field such as business or international affairs is preferred. Excellent computer skills, including word processing, graphics and spreadsheet applications are needed. Initially, travel will be limited to 10-15%. ***Location: Framingham MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Director, US Regional Account Manager, Enterprise Major Account (IDC)

IDC is looking for a Sales Director, US Regional Account Manager to work closely with one of IDC's Enterprise Major Account customers. This experienced sales professional will assist in managing sales and business relationships at US HQ for one of IDC's top vendor accounts. The Sales Director will work closely with the Vice President of Sales/Global Account Director to ensure monthly sales of services, to include renewing existing services as well as selling new annual services, other syndicated research such as multiclient studies, conference sponsorships, and consulting to include speeches and honoraria. Additionally, this role will be responsible for maintaining and increasing relationships between IDC and the client senior management. It is expected that this person will be able to assume complete responsibility for the US region of this account. This position reports to the Vice President of Sales/Global Account Director. To be successful in this role, candidates must have at least 10+ years of selling experience with complex goods or services to technology vendors. Candidates must exhibit a high level of initiative with exceptional presentation and communication skills (written and verbal), as well as, account organization and penetration skills. A Bachelors degree (or equivalent experience) is required. This position with require approximately 30% travel.
Location: Framingham MA or San Mateo CA
Contact: A. Allen, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sales Manager (IDC)

IDC's Insights Sales group is seeking a Sales Manager in Consulting Sales who will focus on selling the five industry Insights consulting services to industry specific, end user clients worldwide. The consulting position will be responsible for driving consulting revenues within Industry Insights' addressable prospect base of end user prospects. Responsibilities also include developing an in-depth knowledge of IDC consulting products and services, including custom market research, benchmarking, best practices as well as building strong relationships with multiple individuals across IDC. This individual will be expected to substantially increase consulting revenue through new business development. This position will report to the VP of Insights Sales located in Framingham. Requirements include 7+ years of consulting sales and/or business development experience and quota-carrying outside sales experience. The ideal candidate will be proactive, entrepreneurial, motivated, assertive and collaborative. This position can be located anywhere in the US near a major metropolitan airport. 30% travel is required. ***Location: San Mateo CA***
Contact: L. Barton, Fax: 508-935-4432, Email: idc_jobs@idc.com

IDG

Current Jobs, Week of April 2, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Events	Customer Service Coordinator	Framingham MA	Mary Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Edit	Senior Fact Checker	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Edit	Senior Writer	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Online	Online Editor	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Online	Web Producer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Director, Sales- Custom Solutions Group	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	Framingham MA, Paramus NJ	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	San Francisco CA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Sales	Sales Associate	Framigham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
IDG Communications						
	Business Dev	Director, Business Development	Open	Piper Sheer	piper_sheer@idg.com	508-935-4791
	General	Business Analyst	San Francisco CA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Connect						
	Sales	Account Executive	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Sales						
	Sales	Account Coordinator	San Francisco CA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Corporate Services Group						
	IS	IT QA Analyst	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Entertainment						
	Intern	Editorial Intern	San Francisco CA	Dave Rudden	drudden@games.net	415-974-7350
	Sales	Account Manger	New York NY		salesjobs@gamepro.com	
	Sales	Sales Coordinator	New York NY		salesjobs@gamepro.com	
	Sales	Sales Coordinator	San Francisco CA		salesjobs@gamepro.com	
InfoWorld						
	Edit	Online Production Editor	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Tech	Account Director	San Francisco CA	Kate Coldwell	jobopps@idg.com	
International Publishing Services						
	Intern	Public Relations Intern	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Edit	Senior Copy Editor	San Francisco CA	Job Opportunities	jobopps@idg.com	
Network World						
	Marketing	Conference Marketing Coordinator	Southborough, MA	Eric Cormier	careers@nww.com	508-490-6454
	Online	VP Online Development and Custom Media	Southborough, MA	Eric Cormier	careers@nww.com	508-490-6454
	Online	VP/GM Online	Southborough, MA	Eric Cormier	careers@nww.com	508-490-6454
	Sales	Regional Account Director	Southborough, MA, Paramus NJ	Eric Cormier	careers@nww.com	508-490-6454
PC World						
	Finance	Staff Accountant	San Francisco CA	PCW Jobs	jobopps@pcworld.com	
	Marketing	Email Marketing Manager	San Francisco CA	PCW Jobs	jobopps@pcworld.com	
	Production	Production Coordinator	San Francisco CA	Nancy Jonathans	nancy_jonathans@pcworld.com	415-267-1716
	Tech	Sr. Applications Developer	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Tech	Web Applications Developer	San Francisco CA	Job Opportunities	jobopps@idg.com	
World Expo						
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Consulting	Consulting Manager, Infrastructure Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Product Manager	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Associate Analyst, Pricing Evaluation Service	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Manager, Investment Research Service	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manger, Consulting Services Research	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Hardcopy Peripherals Tracker	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Verticals	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst, Application Outsourcing Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, BPO Services: Market Opportunities	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Business Voice Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Learning Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Sales	Account Executive - Industry East Coast Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Director, US Regional Account Manager, Enterprise	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager	San Mateo CA	Leah Barton	lbarton@idc.com	508-935-4336
	Sales	Sales Representative, Enterprise Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC- Canada						
	Research	Sr. Research Analyst	Toronto Canada	Jim Klepper	jklepper@idc.com	508-935-4143
IDC - Manufacturing Insights						
	Research	Program Director, Supply Chain Strategies	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133

Go to http://careers.idg.com to view all current job opportunities at IDG

BU	Category	Title	Location	Contact	Email	Phone
IDG- Government Insights						
	Sales	Sr. Account Executive	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336

Go to http://careers.idg.com to view all current job opportunities at IDG

Neal Awards

continued from page 1

"Anyone who has spent time with Don knows that integrity, courage and passion are not only words to describe his work, but truly are guiding principles for how he lives his life," said Computerworld CEO **Matt Sweeney**. "He is an inspiration to us all and we are so proud his contributions to journalism have been formally recognized with this award."

Established in 1955, the Neal Awards are presented annually to those editors whose journalistic approach and editorial integrity set them apart from their peers. Thirty-four Neal Award winners were selected from more than 1,100 entries. Computerworld, CIO and Macworld each received one award, while CSO took home two honors.

Computerworld's Senior News Columnist **Frank Hayes** won for Best Staff-Written Editorial or Opinion Column. Judges noted that his column, "Frankly Speaking," was "written with good punchy, style-straight shootin'...displaying Hayes' deep knowledge on key industry issues from start ups to data theft."

Macworld's award for Best Online Article or Series honored the five-part series, "A Maximum Look at a Mini Mac" written by Senior Editor **Rob Griffiths**. The piece examined Apple's Mac mini Core Duo, one of the first available Intel-based Mac systems.

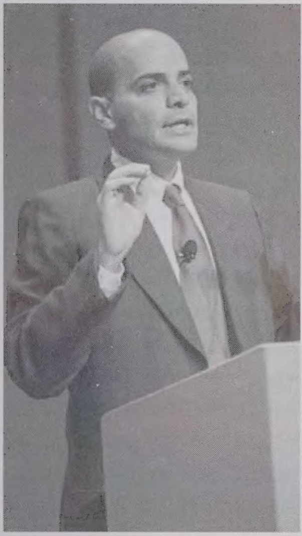
Don Tennant *and his wife, Ardith, who was on hand to watch him receive the Timothy White Award.*

CSO's December 2005 "The How-To Issue" won for Best How-To Article or Subject-Related Series of How-To Articles. Its "Dream Jobs" issue, published June 2006, earned top honors in the Best Single Theme or Special Issue of a Magazine. Sister publication CIO magazine received a Neal Award for Best News Coverage for its article "IT versus Terror," written by **Ben Worthen** and contributors **Christopher Koch**, **Cathy Mallen**, **Christopher Lynch** and **Terri Haas** and published in the August 1, 2006 issue.

"It's quite an honor to receive five Neal awards, which tied us with McGraw-Hill for the most by any media company," said IDG Communications President **Bob Carrigan**. WU

IDC Directions

continued from page 1



JOE GREENE PHOTO

IDC Senior Vice President ***Crawford Del Prete*** *introduced keynote speakers and summarized the day's proceedings.*

agenda of keynotes and breakouts, we changed the event format to allow clients a greater opportunity for onsite connections with our analysts and to personalize the event experience for each guest. The refocus on connections paid off with a record number of 97 analysts hosting almost 1,000 meetings onsite at the event."

One new event feature — the Analyst Connection Kiosk — was hosted by IDC's Sales and Access Group. The kiosk staff helped guests to schedule private analyst meetings; understand the opportunity for joining small-group Lunch Roundtables; and select appropriate sessions to attend. "The new event format offered exciting opportunities for our guests to meet with analysts in one-to-one or small group meetings onsite," said **Joan Jolley**, director, IDC U.S. Conference Operations, which produced the event. "Essentially each guest was offered advice from IDC staff on selecting a personalized program of events and private meetings for the day, based on the client's area of interest."

In past years attendees could schedule meetings with analysts, but the presence of a designated kiosk area to assist attendees greatly enhanced the number of meetings: the Sales and Access Group representatives set up almost 1,000 personal client/analysts appointments or discussions onsite. "Our clients are always looking for more time with analysts, and Directions offered us the opportunity to fulfill the requests in one day," said IDC Group VP/Sales **Jim Farley**.

The afternoon offered deep dives into seven areas: Network Services, Client Computing and Mobility, Next Generation Applications, Global Services Growth, Data Center Strategies for Enterprise, Information Management, and the Consumer Experience. These sessions highlighted the depth of IDC research and offered clients an opportunity to explore topics in greater detail. Rounding out the agenda were two series of briefings and special interest sessions, along with new topic-driven, analyst-hosted Lunch Roundtables.

Visit http://www.idc.com/events. WU

noteworthy people

Promotions

Weil

IDG WORLD UPDATE

IDG News Service Assistant News Editor **Nancy Weil** has been promoted to managing editor. "Nancy's job has been expanding, and many of the responsibilities she has taken on are behind the scenes and involve liaising with publication production and IT departments as well as our own IT department," said News Service Editor-in-chief **Elizabeth Heichler**. "[She dealt with] a copy recirculation process that has become more complex to manage as we move toward automating it. She also oversaw the process of creating a content taxonomy robust enough for PC World to adopt. Meanwhile, she's spending more time than ever serving as desk editor; she's expanded her training activities to include regular sessions on writing offered on both U.S. coasts via IDG's training group, and she's not only proving to be an effective coach of reporters but is also working with those of us who want to do a better job of coaching and can learn from her systematic approach."
nancy_weil@idg.com

Mentlik

InfoWorld Associate Publisher **Hal Mentlik** has been promoted to VP of integrated media sales. "This is a new-world title for a brand that is seen as an innovator and pioneer," said InfoWorld President and Publisher **Bob Ostrow**. "Hal has been in the forefront of our move to an integrated sales organization. Hal has proven he can create and sell meaningful integrated media programs that elevate InfoWorld to strategic partner status with our customers. He uses our research as well as anyone I've seen to educate customers while positioning our brand. He is a great teacher of media-selling skills and a wonderful champion of the InfoWorld brand."
hal_mentlik@infoworld.com

New employees

IDC China in Beijing has hired **Jack Pei** as a research analyst, CRG. He will be responsible for demand-side research efforts in both the research programs and consulting and focused on the core CRG tasks of survey design and methodology, data management and data analysis. He holds a B.S. in automation science and an M.A. in engineering from Tsinghua University in Beijing. In his free time he enjoys travel, reading and hiking. *jpei@idc.com*

Previously a project manager with Vibo Telecom, Inc. **Cindy Huang** joins IDC Taiwan as marketing manager and will be responsible for product management, marketing programs, and market development. She earned a B.A. from Fu-Jen Catholic University in Taiwan as well as an M.B.A. from the University of Massachusetts/ Dartmouth. *chuang @idc.com*

IDG Research Services has hired **Jessica Mandrik** as a marketing research analyst. Previously a research analyst with Northrop Grumman Mission Systems, she holds a B.A. in psychology and sociology from the University of Massachusetts/Amherst as well as an M.S. in national security and public safety from the University of New Haven in West Haven, Conn. In her free time she enjoys playing with dogs, reading, crafts and going to the gym.
jessica_mandrik@idg.com

Doherty

PETER SHORT

New at IDC Framingham is Inquiry Analyst **Tim Doherty**. He was previously a custody fund accountant with Investors Bank & Trust, managing accounting for mutual funds. He earned a B.A. in computer science and psychology from Connecticut College in New London, Conn., and enjoys ice hockey and guitar.
tdoherty@idc.com

Yang

PETER SHORT

Previously office manager at the law office of Feinstein & Gebrilowitz, **Kao Yang** joins IDC Framingham as a client service representative. She studied mathematics and accounting at Rhode Island College in Providence and enjoys bowling, reading and cooking.
kyang@idc.com

Pooja Chhabra is IDG India's new events manager; she was previously operations manager with Sercon India Private Ltd. She holds a degree in commerce from S.M.S.G. Jain College in Bangalore and enjoys music and travel.
pooja_chhabra@idgindia.com

Madani

IDG WORLD UPDATE

Previously a digital artist with Gap Direct, Inc., **Kwansah Madani** is InfoWorld's new Web producer. He holds a B.A. in political science from the University of Michigan and an M.F.A. in computer arts/new media from San Francisco's Academy of Art University. Away from the office he enjoys painting, photography, poetry and movies.
kwansah_madani@infoworld.com

Gupta

Sanjay Gupta is IDG India's new Northern bureau chief, charged with writing for ChannelWorld and CIO magazines as well as overseeing the writing staff in Delhi. He was previously executive editor of the fortnightly Computer Reseller News. He holds a B.A. from Hans Raj College at the University of Delhi and a post-graduate diploma in journalism from Bharatiya Vidya Bhavan in Delhi. He enjoys music, films, table tennis and reading books on globalization, the environment, travel and philosophy.
sanjay_gupta@idgindia.com

Returning employees

Cutitta

Frank Cutitta returns to IDG as general manager of IDG Connect. His primary role will be to drive sales of IDG Connect products in cooperation with IDG Corporate Sales and IDG business units and develop the direct sales team. Cutitta was previously the CEO and founder of the Center for Global Branding, a research, training and consulting company specializing in the cross-cultural aspects of branding consumer and business-to-business products. Cutitta served for nearly 20 years in corporate management capacities at IDG, reaching the point of senior VP, International at the holding company. In his free time he can be found teaching snowboarding, coaching wrestling, fishing, fly tying, birding, reading, studying international wines and cooking.
frank_cutitta@idg.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Cynthia Sparrow *IDC*

22

Dolores Hermosell *IDG Spain*
Ramon Nacenta *IDG Spain*

21

Judit Fülöp *IDG Hungary*
Simone Fiedler *IDG Germany*
Carole Zozaya *IDG France*

20

Magdalena Koch *IDG Germany*
Richard Villars *IDC*
Michele Kallin *IDC*

19

Kirk Campbell *IDC*
Peter Gruber *IDG Germany*
Michael Carroll *PC World*

18

Kirsten Højrup *IDG Denmark*
Judy Bonasoro *IDC*
Ellen Messmer *Network World*

17

Hans Koeniges *IDG Germany*
Susanne Kirmaier *IDG Germany*
Andrea Piontek *IDG Germany*
Petra Hermann *IDG Germany*
Setsuro Tamai *IDG Japan*

16

Barbara Sullivan *Network World*
Christoph Burkhart *IDG Germany*
Claudia Dudkin *IDG Germany*

15

Krisztina Havadi *IDG Hungary*
Nancy Hannagan *IDG List Services*
Tom Hoffman *Computerworld*

14

Andrea Weinholz *IDG Germany*
Lisa Golden *IDG List Services*

13

Steve Graham *IDC Canada*

12

Robert Gray *IDC*
Jacki McDonald *IDC*
Christian Meyer *IDG Germany*
Madeleine Bonk *IDG Germany*
Sebastian Hirsch *IDG Germany*
Martin Chau *IDC Hong Kong*
Armando Lazo *PC World Latin America*

11

Petra Beck *IDG Germany*
Victor Falkteg *IDG Sweden*

10

Elisa Della Rocco *Network Wold*
Jarmila Frejtichova *IDG Czech*
Parit Shah *IDG Communications*
Andreas Koschinsky *IDG Germany*
Simone de Bruin *IDC Benelux*
Michael Schebesta *IDG Sweden*
Kevin Krull *IDG*
Sumner Lemon *IDG News Service*

9

Ronald Wiltscheck *IDG Germany*
Pete Mueller *IDG Germany*
Gunnar Lott *IDG Germany*
Magnus Müller *IDG Sweden*
John O'Malley *IDG Global Solutions*
Jane Jordan *IDG*
Karen Cash *IDC*
Denise Dubie *Network World*

8

Claudia Heinelt *IDG Germany*
Frank Heublein *IDG Germany*
Caroline Garnier *IDC France*
Jacquie Wood *IDC U.K.*
Jonas Lindholm *IDG Denmark*
Beata Kolecka *IDG Poland*
Vernon Turner *IDC*

7

Agam Shah *IDG News Service*
William Stein *IDG World Expo*
Robert Mahowald *IDC*
Vanessa Teal *IDC U.K.*
Lia Pitarresi *Nuov@Periodici Italia*
Petra Schmitz *IDG Germany*
Andreas Mallin *IDG Germany*
Peter Nyström *IDG Sweden*
Helle Kierkegaard *IDG Sweden*
Reynald Flechaux *IDG France*
Bertrand Lemaire *IDG France*
Lisa Blackwelder *InfoWorld*
Acela Bofill *PC World Latin America*
Lisa Stabile *IDG*
Ryan Francis *Network World*

6

Ilona Biró *IDG Hungary*
James Poulson *Macworld U.K.*
Peter Hoellriegel *IDG Germany*
Canio Martino *IDG Germany*
Paulo Pescatore *IDC U.K.*
Aki Hosokawa *IDG Japan*
Mari Goto *IDG Japan*
Lars Danielsson *IDG Sweden*
Robert Brännström *IDG Sweden*
Wilbert de Vries *IDG Netherlands*
Wanda Zolcinska *IDG Poland*
Kristina Saar *PC World*
Connie Massey *IDC*
Ronald Westberg *IDC*

5

Loren Drennan *IDC Canada*
Hiromi Koyanagi *IDG Japan*
Joanna Tarnowska *IDG Poland*

4

Dirk Limburg *IDG Germany*
Susana Folgado *IDG Spain*
Jesper Permerud *IDG Sweden*
Jimmy Svensson *IDG Sweden*
Eddy Jendoubi *IDG France*
Nora Valencia *IDC Argentina*

3

Rodney Gedda *IDG Australia*
Laurence Grayson *IDG Australia*
Jie Wu *IDC*
Janice McGinn *CIO U.K.*
Thomas Zeller *IDG Germany*
Alexia O'Sullivan *IDC U.K.*
Olivier Gandrillon *IDG France*
Amber Chin *IDC Malaysia*
Siat Siah Yoong *IDC Malaysia*
Emily Tee *IDC Malaysia*
Francisco Nogal *IDC Mexico*

2

Iveta Hanclova *IDG Czech*
Michael Crawford *IDG Australia*
István Dervenkár *IDG Hungary*
Ryan Reith *IDC*
Megan Muratore *IDC*
Susan Joyce *IDC*
Daniel Bader *IDG Switzerland*
Maria Schweitzer *IDG Germany*
Sebastian Stein *IDC U.K.*
Aranzazu Asenjo *IDG Spain*
Aldemar de Abreu *IDG Brazil*
Dennis Lodin *IDG Sweden*
Wouter Diemer *IDG Netherlands*
Norival Guimarães *IDC Brazil*
Jerson Yau *IDC Australia*
Izabela Szydlowska *IDG Poland*
Joanna Hala *IDG Poland*
Elzbieta Kurtyka *IDG Poland*
Roberta Braga *IDG*
Jennell Hicks *Network World*
Dan Nystedt *IDG News Service*

1

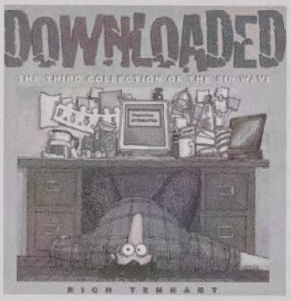
Ching Lee *IDG*
Irene Mickaiel *IDG Australia*
Kathleen Quirk *IDC*
Robert Cabral *IDC*
Thomas Rubel *IDC*
Petr Jirovsky *IDC*
Georrge Burton *IDC*
Michael Piotrowski *PC Advisor*
Yasmina Benjelloun *IDC France*
Thomas Parrot *IDC France*
Johan Hallsenius *IDG Sweden*
Annika Norberg *IDG Sweden*
Markus Högberg *IDG Sweden*
Henric Jogin *IDG Sweden*
Stefan Tanamal *IDG Netherlands*
Evan Schaafsma *IDG Netherlands*
Renee Kiosoglous *IDC Australia*
Mariola Rauzer *IDG Poland*
Kellie Parker *PC World*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

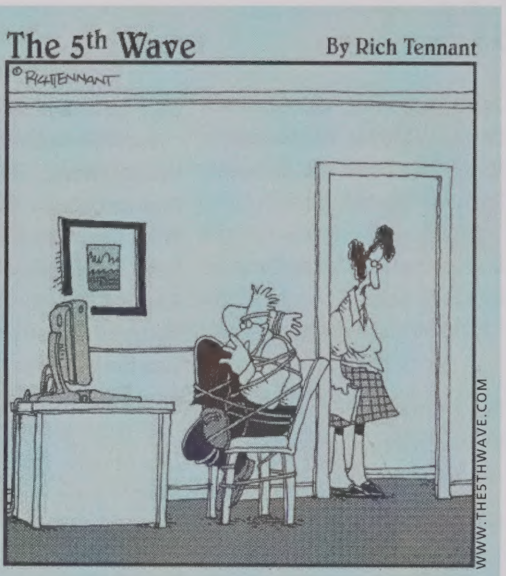
off line for fun

It's that time again! Create a brief caption for the cartoon at right and send it to IDG World Update by April 18.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *Downloaded*. The honorable mention winners will receive IDG World Update sport safes.



Send your creations to world_update@idg.com or fax them to 617-423-0712.



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and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Laureen Austermann *Computerworld*
Joan Jolley *IDC*
Kristin Hambelton *IDC*
Megan Muratore *IDC*

Coming up

IDG U.S. Presidents Meeting
April 10
San Francisco
nelva_riley@idg.com

IDC's Asia/Pacific Convergence & Mobility Conference
April 12
Singapore
http://www.idc.com.sg

Computerworld Storage Networking World
April 16-19
San Diego
http://www.snwusa.com

IDC Sales and Marketing Effectiveness Summit
April 16
New York City
http://www.idc.com

Tech Tour: Network & Application Acceleration
April 17
San Diego
http://www.networkworld.com

Asia/Pacific Security & Continuity Conference
April 17
Sydney, Australia
http://www.idg.com.au

SaaScon
April 17-18
Santa Clara, Calif.
http://www.saascon.com

Tech Tour: Network & Application Acceleration
April 19
Denver
http://www.networkworld.com

Directions
April 20
Singapore
http://www.idc.com

Virtualization For Government Forum
An InfoWorld event
April 24
Washington, D.C.
http://www.VirtGovForum.com

See the Events listing on IDG Central for more IDG events.

What's new on IDG Central

Meet Your Colleague: Macworld's Rob Schultz

A three-year Macworld veteran, Art Director Rob Schultz recently worked on the publication's redesign, which debuts with the April issue.

Schultz

Writing Workshop

The new series Vague Terminology begins, starring three particular phrases: "best practices," "sourcing," and "outsourcing/offshoring/offshore sourcing."

Question of the Week results for March 26

To keep track of passwords I rely on:

Using only one password. Ever.	**12%**
An encrypted database	**16%**
My excellent memory	**20%**
A non-secure list	**24%**
Forgot password? Click here.	**28%**

Log on to www.idgcentral.com to vote on this week's question: What's your biggest tech hassle?

IDG WorldUpdate

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG publishes more than 300 magazines and newspapers in 85 countries including *CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World*, and *PC World*. IDG's online network includes more than 450 Web sites. IDG's lead generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

IDG World Update

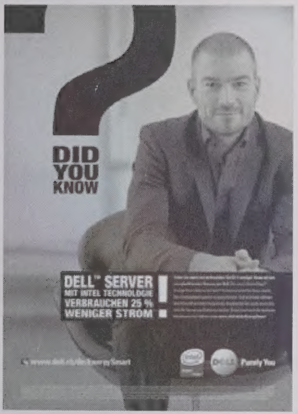
9 APRIL 2007
VOLUME 37, NUMBER 12

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IGS EMEA lands groundbreaking 13-country deal with Dell

Deal caps months-long effort to educate client, agency on IDG enterprise strength


DID YOU KNOW
DELL™ SERVER MIT INTEL TECHNOLOGIE VERBRAUCHEN 25% WENIGER STROM

Dell ads such as this one will appear in CIO and Computerworld titles in Europe.

IDG Global Solutions/EMEA (IGS) recently sold a 13-country, $1.4 million print and online campaign to Dell's Enterprise Business Unit, the first time Dell has committed to significant IDG spending in Europe for its enterprise group as well as the first time IDG has secured online revenue from this group.

The deal came after many months of educating both the client and the agency on the benefits of using IDG to reach enterprise buyers, said Associate Director, International Sales **Neil Michael**, who led the sales effort with support from program delivery managers **Verity Homewood** and **Johanna Littleproud**. Dell has recently been moving more of its ad dollars away from traditional technology press for both its PC and enterprise divisions in favor of national press, TV and radio, which it considers more effective for driving traffic for its cost-per-lead advertising-based model.

"IDG Global Solutions was able to demonstrate that IDG has a powerful portfolio of high-end enterprise computing titles and companion Web sites across Dell's key European markets through which Dell can reach a core B2B technology audience," Michael said. "IDG, more than any other technology media company, can provide Dell with the right media vehicles for consistency of message across countries and regions. This is especially important when planning a centrally controlled branding campaign that delivers the same message across several countries at the same time."

JOANNE TILSON

*IDG Global Solutions' **Neil Michael** led the sales effort to secure a $1.4 million campaign from Dell's Enterprise Business Unit.*

IGS beat out numerous competitors, including VNU, CNET/ZD and several international media agencies, to secure the vast majority of Dell's business for the campaign. The IGS contract represents an 85% market share of Dell's spending with technology media.

continued on page 6

Inside this issue

IDG Brazil converts to local ownership business *page 2*
IDG Sweden introduces Digital Living supplement *page 2*
Business units team up to share video at CeBIT *page 2*
One on one: PC World senior copy editors Steven Gray and Tracy Yee-Vaught *page 3*
PC-Welt's super PC draws 50,000 contest entries *page 4*
IDG Ventures India supports anti-poverty program *page 5*
Celebrating 10: IDG Communications' Piper Sheer *page 8*

ChannelWorld debuts as India's first weekly channel title

Twelve vendors sign on for weekly center spread update

The recent launch of Indian ChannelWorld represents the latest in more than a dozen channel-related brands produced by IDG affiliates around the globe. ChannelWorld, the country's first weekly national channel magazine, will be available free to its 12,000 qualified subscribers and will cover technology, business and market trends, as well as the companies and executives in the channel market.

"ChannelWorld, as the name suggests, is distributed to people engaged in the business of distribution, support and sales of IT products and services," said IDG India President **Bringi Dev**. Apart from establishing that potential subscribers are involved in the IT channel, subscription-qualification criteria included their providing information about the products they deal in, the vendor partnerships they have, their turnover and contact information. "To kickstart the process, we pre-qualified readers by obtaining lists of partners from major hardware and software vendor companies, as well as from membership lists of dealer associations," Dev said.

The Indian IT channel publication space is quite crowded, according to Dev, with as many as five national players and a number of small regional titles. "We needed to have a strategy in place to quickly gain both advertiser as well as reader acceptance and to replace the magazines they read at present by ChannelWorld," Dev said.

ChannelWorld's Hotline, a weekly update on the channel strategies of 12 vendors, each of which will report quarterly, is aimed at getting the most important vendors involved with the magazine and providing tacit endorsement of ChannelWorld. The

continued on page 5

in brief newsworthy

Brazilian business unit continues IDG relationship as license partner

The IDG Brazil management buyout team consisted of (l-r): President & Publisher ***Silvia Bassi****, Administration & Finance Director* ***Luiz Minervino****, Online Director* ***Paulo Amaral*** *and Executive Vice President* ***Ademar de Abreu****.*

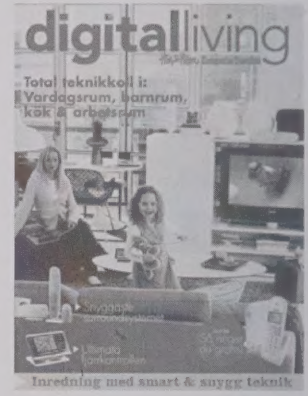
IDG Brazil, a subsidiary operation for 31 years, has converted to a local ownership business under the direction of President & Publisher **Silvia Bassi** and three associates. The company will continue to produce all the current products under license with IDG. Bassi and IDG International Publishing Services President & CEO **David Hill** announced the sale of the company at a reception last month in São Paulo for some 100 clients, who responded positively to the change.

"Customer after customer commented on how happy they were that Silvia bought the company and that it was now Brazilian owned," said Hill. "IDG has converted numerous subsidiaries to local ownership in recent years, and the results are the same. Customers like dealing with a local company, the owner/entrepreneur keeps a close eye on operations, and the business flourishes."

The company will maintain its portfolio of products: ChannelWorld, CIO, Computerworld, PC World and the Web site IDG Now! It is now one of 40 publishing licensees doing business with IDG.

Write to silviabassi@idg.com.br. WU

IDG Sweden tests magazine focused on interior design and technology



IDG Sweden, publisher of Computer Sweden, and Forma, publisher of the home magazine Hus & Hem (House & Home), have joined forces to test a new publication, Digital Living, that focuses on technology and interior design. The 40-page supplement will be distributed this month to subscribers of Computer Sweden and Hus & Hem.

"To start with this will be a one-shot, focusing on people who are interested in technical solutions for the home — everything from flat-screen TVs, professionally designed home offices and high-tech kitchen appliances. We want to take advantage of our knowledge of technology and Forma's knowledge of design," said IDG Sweden CEO **Lars Dahmen**.

He added that the combination of the two groups' different approaches and target audiences were "a strong argument when selling ads." The publishers targeted consumer IT, home electronics and furniture and lifestyle clients.

IDG Sweden also publishes the monthly M3-Digital Home. "Digital Living will have a lot on interior design, while M3 is much more of a gadget book," Dahmen said. The 100-page-plus M3-Digital Home is available by subscription or on newsstands.

Dahmen said the editorial, design and production tasks of Digital Living were shared equally between IDG Sweden and Forma. If the supplement does well it will be published quarterly or "twice a year at the very least," he said.

Contact Lars Dahmen at lars.dahmen@idg.se or Digital Living Editor Petter Ahrnstedt at petter.ahrnstedt@idg.se. WU

IDG News Service, business units team up to share video at CeBIT

At last month's CeBIT in Hannover, Germany, staff from the IDG News Service, IDG Netherlands, IDG France and IDG Poland undertook what turned out to be a very successful video-sharing experiment. In some cases, noted IDG News Service Tokyo Bureau Chief **Martyn Williams**, "what we shared was simply raw footage that could be re-edited into reports while in others, we shared edited reports that could simply have a new voice-over added."

The News Service posted a total of 14 video reports over the course of six days at CeBIT, a couple of which were produced by IDG Netherlands journalists with voiceovers by Williams while one came from IDG Poland.

The effort was all very low-tech, Williams noted, with everyone using a USB hard-disk drive and dragging and dropping files. "As we move forward, it would be worthwhile if we can develop a content management system that enables all business units to contribute raw and edited video and make it available for reuse around the company." The big lesson learned, Williams said, is that sharing video footage is well worth the effort. "With video, if you don't have the shots, then you can't do the report. But gathering footage is a time-consuming job. So anything we can do together stands to greatly benefit the different business units working together." WU

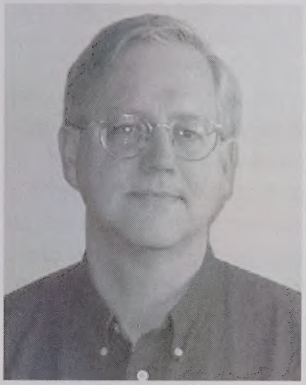
(L-R): ***Rowald Pruyn,*** *from Computer!Totaal in the Netherlands;* ***Marien Ziller****, from IDG France and the IDG New Service's* ***Martyn Williams*** *edit a video at last month's CeBIT.*

Write to martyn_williams@idg.com to explore other video-sharing opportunities. The IDG News Service has a collection of more than 300 videos on its Web site at http://www.idgns.com.

one on one

the interview

PC World senior copy editors ***Steven Gray*** *and* ***Tracy Yee-Vaught*** *are this week's columnists. Part 1 of their column ran in last week's issue. Reach them at steven_gray@pcworld.com and tracy_yee@pcworld.com.*



Gray

Yee-Vaught

> *"We've heard — quite often — about the general trend in online publishing to reduce or eliminate copyediting. But why make readers do the quality-control work on your articles?"*
>
> *— Tracy Yee-Vaught*

Q You were saying that copyediting online articles has a kind of assembly-line character at times. Are the steps of print article production becoming more streamlined as well?

SG Well, the days of the six-layout, three-proof article are certainly gone, thank goodness. But today's proofreading stage bears some resemblance to our old system's now-defunct second manuscript read. That's because a story has so much going on in it that having a fresh second ear listening to how it sounds can lead to significant improvements.

TYV To some writers and editors, the manuscript stage is the only appropriate place for grammatical and factual revisions, and as soon as the story becomes a layout — a more visual thing rather than "just" words — that's exclusively the time for finishing touches, such as fitting the copy and catching typos. I can understand that perspective: For someone who has been working intimately with an article for a long time, the layout and proof really are the end. But copy editors are still relatively distant from the story, and every time we look at it, even at the proofread stage, we do so from a reader's viewpoint, considering its meaning and focus.

SG In a typical story, editors and authors continue to discover substantive errors until the end. And somewhat surprisingly, being forced to say things more succinctly in order to fit them into limited space often results in better writing. The final version of an article as refined for print may be farther from the author's original conception, but in many cases it's a superior piece of writing.

Q How has the relative lack of space constraints online affected the way writers and copy editors approach a manuscript?

SG It encourages writers to be gabbier and us to be less obsessive about wasted space. The first time I wrote an online review — it was basically a hit piece for The Web magazine about an idiotic pseudo-style guide from the editors at Wired — my then editor-in-chief, **Steve Fox**,, after telling me that he enjoyed reading it and thought it was funny, astonished me by concluding "But of course it's way too long." Nowadays, we'd simply break a story like that up into a dozen pages and charge advertisers for each additional page that a hooked reader clicked to; but in those days the idea of dedicating an amount of space proportionate to a subject's importance remained strong.

TYV Online stories can be any length, but that isn't a license for a writer to ramble. Web readers want value out of every page they visit. On the site we have the freedom to put up an article that's intentionally funny and utterly impractical, but readers still want such a piece to deliver something of high quality, right away. So writing and editing for online actually does have limitations.

SG Authors almost always write long for print, anyway — either because they have too much information to cover in the allotted amount of space (as Tracy and I do in this interview) or because they have a naturally spongy style. When I work on a manuscript destined for print, I try to squeeze out the dishwater as I go. And with an online-only story, I do much the same thing simply because afterward it still reads better that way.

Q How do time pressures for online content compare with those for print articles?

SG Both formats involve challenging — but quite different — time pressures. Print deadlines are final and unforgiving, and copy editors struggle up to the last minute to fit the text into the layout smoothly and tightly, and to make sure that every mistake has been expunged. The pressure here relates to the permanence of print — to the fact that you can't take a million copies of a bound magazine back and change "Foxfire" to "Firefox" in each one.

TYV On my first day at PC World Online, I learned that the copy desk had exactly 30 minutes to read, format and launch each daily news story, regardless of its length. So early on I grew accustomed to working rapidly. We no longer have such a hard-and-fast rule for posting, but timeliness is certainly much more of a factor for online than for print.

Making a hot article live in less than an hour, by yourself, is intimidating at first. But I think the pressure has a side benefit of increasing a copy editor's focus and confidence: You do not have the luxury of rereading and second-guessing yourself, so you must make your edits with conviction.

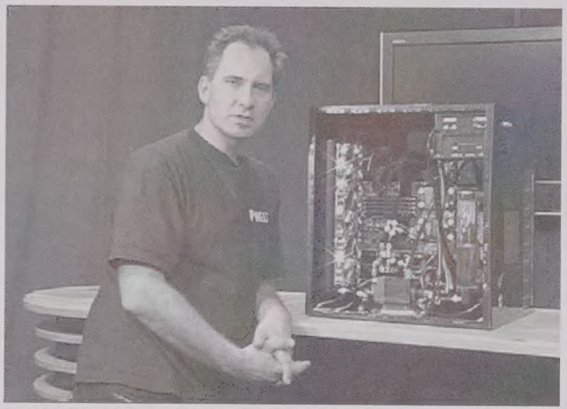
Q Long-term, how do you think online-first publishing will affect the role of copy editors and copyediting?

TYV Since the Web these days is all about speed, personal expression and dialogue, the usual questions editors and writers ask are "How fast can we get our message out to beat the competition?" and "How can we make the message uniquely ours so that it catches on and prompts reaction?" A copy editor's role is to ask, "Is the message clear and ac-

continued on page 4

PC-Welt editors' home-built PC draws 50,000 in contest

If you build IT, they will come. For the second year in a row, PC-Welt editors designed and built the Höllenmaschine ("Machine from Hell"), a super-PC with components supplied by industry manufacturers valued at US$34,700, and offered it up to readers. More than 50,000 people entered the competition, 30,000 more than the previous year.



PC-Welt Editor **Michael Schmelzle** gives a demonstration of the Höllenmaschine II at the PC-Welt booth at last month's CeBIT trade show in Hannover, Germany.

Three months in the making, the Höllenmaschine II was designed and built by Editor **Michael Schmelzle** in cooperation with Editor-in-chief **Andreas Perband**. With 1,000 watts of power, the reconfigured Tricod S-201 PC has two quad core processors, two DirectX-10-GPUs, superfast SAS hard drives with 4.3 terabytes of memory and a Blu-Ray writer, among many other custom features. The case itself consists of 6.5 square meters of sheet metal, nine feet of steel piping, 55 feet of welding wire, 7.5 kg of smoothing cement and a half gallon of blue Porsche car paint (the paint alone cost $1,000). The custom case was designed and built by Heiko Polaczek, one of Germany's best-known case modifiers.

PC-Welt's goal was to create a super-PC with the best technology on the market, and in the process gain a source of customer information as well as publicity for the brand and the participating clients.

Thirteen sponsoring hardware manufacturers supplied all of the 40 hardware components as well as some of the machine's software, a 24-in. monitor, mouse and keyboard in exchange for media coverage in print and on the PC-Welt site, as well as teaser video clips uploaded to YouTube, Clipfish and MyVideo.de. PC-Welt also gave live demonstrations of the system at last month's CeBIT trade show in Hannover, Germany.

Anyone entering the competition, which ran during the month of March, had to supply their name, address and e-mail address and take part in a brief survey for the PC-Welt readers' awards. Perband said all the contact information they received will be used for future subscription, e-newsletter and promotional campaigns. "We are considering offering a smaller, limited edition version of the Höllenmaschine, which would make for a really good gaming PC, which users can buy from us and we'll get a share of the sale," he said. Each of the 500 PC-Welt-designed PCs will be numbered and have the look and feel of the original Höllenmaschine. The smaller systems will be built by a German company to PC-Welt's specifications and will not have vendor-sponsored components.

The winner of the Höllenmaschine II will be drawn this month, and plans are under way for Höllenmaschine III.

Contact Andreas Perband at aperband@pcwelt.de. For a complete English-language list of the Höllenmaschine's components and specifications go to http://www.pcwelt.de/news/englishnews/Hardware/74058/index.html.

One on one

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curate in the first place?"

SG In the long run, raw content such as blogs, user reviews and developers' descriptions (in our Downloads section) may lower our readers' expectations about our publishing standards to the point where copyediting for clarity and grammatical accuracy will seem an unwarranted luxury — though I hope not.

PC World has always been a better-written, better-edited magazine than its competitors. But if the majority of people who go online for information expect nothing better than what they find at CNet or ZDNet, IDG will be sorely tempted to rethink its investment in quality. In a world of weaker publishing standards, I could imagine the job of copyediting devolving into a glorified form of data entry before dying out altogether in the face of improved automation.

TYV We've heard — quite often — about the general trend in online publishing to reduce or eliminate copyediting. But why make readers do the quality-control work on your articles? Your publication, whether it's online or print, exists to serve the reader, and the reader deserves high quality from a professional publication that promises to be trustworthy and authoritative. And this is where copy editors come in: We are still reader advocates at heart.

Suggestions for columnists for this feature may be sent to world_update@idg.com.

April 9, 2007

National Sales Manager (CXO)

CXO Media Inc. is seeking a seasoned sales professional to join our Executive Programs (Conferences) team. Ideal candidate will possess 5 - 10 years sales experience, preferably with high-end face to face events in the information technology and/or (physical) security markets. This individual will be responsible for selling conference sponsorships to executives in vendor companies along with developing and selling integrated marketing programs. Candidate must possess intimate knowledge of current IT or security concepts and vendor/user relationships as well as a proven track record in selling conference sponsorships to the executive level. Consultative sales experience is essential, as is demonstrated ability to build long-term relationships with decision makers from the IT and security vendor community(s). Successful applicants must have excellent written and verbal communication skills, executive level presentation skills, and the ability to succeed as an individual contributor while being able to work as a team player with our field sales force. This position will require travel on a regular basis. Bachelors degree and in-depth experience in event and/or sponsorship sales is required. ***Location: Framingham MA***

Contact: Pauline Boyle, Fax: 508-875-4489, Phone: 508-935-4192, Email: cxojobs@cxo.com

Regional Sales Manager (CXO)

CXO Media, Inc. has an exciting opportunity for an experienced Regional Sales Manager serving the Midwest region with our market leading brand, CIO. This position will be responsible for maintaining and growing an established integrated advertising base in the region (print, online, events, custom content). Specific responsibilities will include direct sales, developing effective sales presentations, and forging new strategic, high-level, client relationships with current and new customers. A minimum of 5 years sales management experience and successful track record of growing revenues is required. Candidates must possess knowledge of the high tech market, extensive contacts in the broad IT industry, experience working with agencies, start-up experience, excellent communication skills, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to highly sophisticated clients. The candidate must be a dynamic, self-starting team player who excels in a fast paced, competitive sales environment. Travel required. Job can be based in the employee's Chicago home office or in our Framingham office. ***Location: Chicago, IL***

Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com

Intern, Enterprise Computing Research Group (IDC)

The Enterprise Computing Research Group is seeking an intern to assist with the coordination and delivery of research projects across the enterprise computing group. General responsibilities will include: oversee the development and update of market databases, gather qualitative and quantitative information, contribute to the development of surveys and research methodologies, assist in the development of presentation topics, contribute short analytical pieces on the enterprise computing market, and participate in discussions on enterprise computing market issues. The intern's primary areas of focus will assist the group deliver its qualitative projects including quarterly sales and shipment reports, yearly census reports, forecast reports and statistical reports from survey studies. The intern will work with regional IDC offices on data integration. The intern will produce quarterly write-ups on the data and create vendor profiles. The intern will also respond to client inquiries and develop relationships with clients, vendors, enterprise computing managers, financial analysts on Wall Street, and the press. We are seeking candidates with interest in IT market research. Candidates must have strong technical and business writing abilities, excel experience to include knowledge of working with pivot tables and macros, database skills and a passion for numbers and data analysis. Professional or internship experience in academic research, market research, marketing or related area. Bachelor's degree required, MBA preferred. Duration of internship is negotiable based on academic schedule and has potential to be a six month assignment. ***Location: Framingham MA***

Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research VP, Enterprise Storage (IDC)

IDC's Enterprise Storage Research Group seeks a seasoned professional with experience and knowledge of storage infrastructures and the enterprise storage environment. This is an individual contributor role responsible for driving research and value-added consulting business for the Enterprise Storage Program. The Enterprise Storage Program at IDC is an established program with a large client base and diversified client deliverables. The individual will join a team of industry leading storage analysts and should be skilled at the following: Driving research on storage infrastructures, content, and business analytics; Developing strategic partnerships with new and existing clients; Engaging in storage consulting practices; Presenting at industry and vendor forums raising the visibility of thought leadership views on industry trends; Identifying key market trends via quantitative and qualitative analysis, forecasting, and assessing competitive trends; Committing to client service with an excellent track record of client retentions and expansion of opportunities with clients. Specific responsibilities involve working with IDC storage analysts and sales in qualifying enterprise storage management research opportunities. Actively participate in sales calls and presentations for supply side and end-user customers. Identify client requirements for enterprise storage management solutions. Assist clients with solution strategies for current and emerging market opportunities. Analyze and identify storage solutions alternatives consisting of multiple technologies, multiple suppliers, and varied customer segments. Continue to develop executive management of principal vendor relationships with IDC's major storage clients. Write and publish timely, thoughtful, and opinionated research. Periodically present at industry and vendor forums. The successful candidate must have 10+ years of IT enterprise storage environment/industry experience as an end-user. Also required are multiple years of experience and insight acquired with a storage vendor or as an analyst covering enterprise storage. Candidates must be recognized in the industry for thought leadership on the future of enterprise storage and demonstrated ability to attract clients and consulting opportunities. A Bachelors degree in Computer Science/Engineering is required, an MBA is desirable. Travel is required nationally and internationally.

Location: Framingham MA or San Mateo CA

Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

HR Coordinator (IDG)

IDG's Human Resources Services Division is seeking a team-oriented, motivated and resourceful HR Coordinator to provide HR and administrative support to multiple business units. In this role, the HR Coordinator will act as the first point of contact for employee benefit and payroll questions, servicing an employee population of 400 employees. Job responsibilities will include payroll and benefits administration, responding to employee inquiries, report writing, internal and external job postings, maintaining all personnel files, and providing excellent customer service and support to all employees. The HR Coordinator will also support and assist HR Managers with recruiting, salary planning, the annual employee survey process, and special projects. The ideal candidate will possess an undergraduate degree, 2 years of experience in human resources, excellent interpersonal and organizational skills, superior attention to detail, exceptional follow-up skills, and the judgment and discretion to respond in a confidential manner to employee questions and concerns. Working knowledge of MS Office (Excel, Word, Powerpoint) is required and PeopleSoft experience is a plus. We are looking for an individual with a strong customer service focus, a "can do" approach, a desire to learn and grow, and an ability to thrive in a high volume, fast-paced, ever changing environment.

Location: Framingham MA

Contact: S. Scogland, Fax: 508-988-7972, Email: hrsd_recruiter@idg.com

Senior Designer & Information Architect (NWW)

Network World has a great opportunity for a Senior Designer & Information Architect to work with our award winning sites networkworld.com, linuxworld.com and javaworld.com. The person in this position will be responsible for the interaction design, organization of information, and business/user flows for NWI leading-edge online environments. This role will develop specifications for new requirements and functionality including mapping out the user flow, wireframes, and final launch designs. The Senior Designer & Information Architect will also participate in the definition of project scope and lead the creation of business requirements in collaboration with all key stakeholders. This role is required to work in a highly iterative environment where results determine success; plan/implement/measure/learn/repeat is an ongoing process of optimization. This position requires strong project management and organizational skills with a high level of attention to detail. Ideal candidate will be a highly effective communicator and work well in a team environment. Must have prior experience in an online environment, knowledge of HTML, XML Java and Javascript. A degree in Graphic Design or Information Architecture is preferred.

Location: Southborough MA

Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Indian ChannelWorld

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2007

CHANNELWORLD

PC Market On a Trot, Beats Worldwide Rate

Sun to Focus on Growth Areas

IBM Bags Idea Contract

Telecom major to outsource its IT infrastructure and integration needs

RAIDED

Growing PC penetration in India spurs a unique problem – software piracy. And the accompanying raids on channel partners. Our Special Report analyzes the roots of the problem.

Besides Indian ChannelWorld, IDG India's portfolio includes CIO, PC World and the online-only Outsourcing World.

vendors are Intel, AMD, Cisco, IBM, Hewlett-Packard, Samsung, LG, Canon, Seagate, Oracle, Sun Microsystems and Microsoft. ChannelWorld will give them the center spread of the magazine free to publish information they want to share with the channel community. IDG India specified that while the vendors could include any information they wanted, every edition of Hotline must include a message from their CEO, the head of their channel business or another C-level person. "We will provide the copy editing and design, thereby ensuring a quality report and an effective brand builder. In return, the vendors were asked to provide us exclusive rights to this concept for as long as we worked together," Dev noted. Intel provided the first Hotline report.

After five months in development, Dev said ChannelWorld got off to "a healthy start" with a 40:60 ad/edit ratio. "While we have a very large focus on local news and content, we do wish to provide news from across the world, and for this we rely very heavily on the IDG News Service." The front page carries domestic news, while the back showcases international news in a section called "Global Dispatches."

ChannelWorld has a staff of 10, headed by Executive Editor **Rahul Neelmani**. The ChannelWorld Brand Manager is **Gaurav Prakash**, and **Louis D'Mello**, IDG India's chief operating officer, is the product champion for ChannelWorld.

The ChannelWorld Web site is under construction and currently offers only an electronic version of the latest issue. The URL is http://www.channelworld.in.

Contact Bringi Dev at bringi_dev@idgindia.com. WU

IDG Ventures India supports anti-poverty program in Bangalore

IDG Ventures India recently became a supporter of Parikrma Humanity Foundation in Bangalore. Parikrma is a nonprofit organization formed in 2003 with a guiding vision to transform the lives of underserved children living in urban India. The organization aims to break the cycle of poverty by focusing on the full range of needs — education, nutrition, healthcare and family care — of orphaned, abandoned and desperately poor children ages five to 15. Parikrma manages Centres for Learning that provide a high-quality program that gives its students the tools they need to compete on equal terms with more privileged peers.

*In February, IDG Chairman **Patrick McGovern** and his wife Lore Harp McGovern visited the IDG Ventures India offices and the Adobe Parikrma School in Bangalore. Standing with the children are IDG Ventures India staff (back, l-r): **Sairra Zaveri**, office manager; **Ranjit Menon**, investment advisor; **TCM Sundaram**, executive director and CFO; the McGoverns; **Sudhir Sethi**, vice chairman and managing director; and **Manik Arora**, managing director.*

IDG Ventures India has agreed to sponsor a classroom of 30 children for one year at the Adobe Parikrma School in Bangalore. "We were keen to give back to the Bangalore community we are operating in and saw a deep contrast between the world of technology startups and venture capital vs. the day-to-day realities for families from slums of not being able to feed, clothe and educate their young," said **Manik Arora**, managing director, IDG Ventures India. "We picked Parikrma because of the completeness of their vision and the proven execution skills and professionalism we saw."

Established in September 2006, IDG Ventures India has been focused on building its team, marketing itself to the start-up community and evaluating investment opportunities. To date, the team has evaluated over 200 companies and last month, made its first investment of US$2 million in Manthan Systems, a Bangalore-based software product company focusing on business intelligence and analytics for the retail market. In addition to software product companies, Arora said his team is actively evaluating companies in outsourced services, engineering and design, Internet and digital media, wireless value-added-services, telecom infrastructure and semiconductors.

More information about Parikrma Humanity Foundation is at http://www.parikrmafoundation.org. Contact Manik Arora at manik_arora@idgvcindia.com. WU

noteworthy people

New employees

Coull

IDG WORLD UPDATE

Previously a regional sales manager with Thomas Net and a senior account executive with Muzak, **Erin Coull** is InfoWorld's new events sponsorship account manager. She earned a B.S. in communications and political science from Chicago's Northwestern University and enjoys yoga, tennis, cooking and landscape design. *erin_coull@infoworld.com*

Rubino

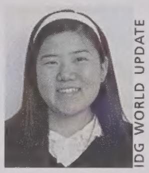
IDG WORLD UPDATE

InfoWorld has hired **Alison Rubino** as an account executive. Previously an account manager with Xerox, she holds a B.A. in marketing and communications from San Francisco State University and enjoys music, tennis and travel. *alison_rubino@infoworld.com*

Kel Ang joins IDC Asia/Pacific's Singapore office as a regional business analyst. She was previously a regional financial analyst with Medtronic International Ltd. and holds a degree in commerce with a double major in business management and international business and marketing from the University of Tasmania. Outside the office she enjoys mosaic art, good food and badminton. *kang@idc.com*

Arruda

IDC's Financial Insights group has hired **Ricardo Arruda** as a senior research analyst. He comes from Forrester Research Europe where he was an analyst responsible for research and analysis of the European insurance and investment markets. He holds B.A.s in communication sciences from Trinity and All Saints College in Leeds, U.K., and Portugal's New University of Lisbon and an M.B.A. from Clark University in Worcester, Mass. His interests include travel, tennis, theater, cinema and vintage cars. *rarruda@idc.com*



Kim

IDG WORLD UPDATE

Previously a production coordinator and editorial intern with Pearson Education, **Carol Kim** joins Network World as an account coordinator. A graduate of the University of California/Berkeley, she holds a B.A. in English with a minor in Asian American studies. In her free time she enjoys reading, cooking and turbo kickboxing. *ckim@nww.com*

Alma Concepcion is the new IDC Asia/Pacific research editor based in Manila, Philippines. She was previously an editor with Vibal Publishing House and holds a B.A. in mass communications from the University of the City of Manila. In her free time, she enjoys reading, traveling, cooking and "singing off-key." *aconcepcion@idc.com*

Also new at IDC Asia/Pacific's Manila office is Associate Research Editor **Mia Cosme**. Before joining IDC, she was a copy editor at ESS Manufacturing Co., Inc.; she also worked as a scriptwriter and researcher for GMA 7. She graduated from the University of the Philippines in Manila with a degree in Philippine arts and research. She enjoys reading, writing, watching movies and listening to music. *mcosme@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Dell

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The branding campaign runs March through June in CIO and Computerworld product lines in the U.K., Germany, France, Switzerland, Italy, Spain, Denmark, Finland, Norway, Sweden, Poland, Russia and Portugal. The focus is on large-format, high-impact ads, with the online component involving traditional banner advertising (leaderboards, skyscrapers and intergrated media units or IMUs.)

IDG Germany's Computerwoche is helping IGS put together pre-campaign research that, if all goes well, will show Dell that brand awareness for its enterprise division has increased among core IT managers and CIOs due to the campaign. The IGS team is hoping Dell will then commit to a longer-term plan for its enterprise sector beginning in September that will again benefit a large group of IDG print and online properties in Europe.

Contact Neil Michael at neil_michael@idg.com. WU

Coming up

Computerworld Storage Networking World
April 16-19
Manchester Grand Hyatt
San Diego
http://www.snwusa.com

IDC Sales and Marketing Effectiveness Summit
April 16
New York Marriott East Side
New York City
http://www.idc.com

Tech Tour: Network & Application Acceleration
April 17
Sheraton San Diego Hotel
&
Marina
San Diego
http://www.networkworld.com/events

Asia/Pacific Security & Continuity Conference
April 17
The Westin Hotel
Sydney, Australia
http://www.idg.com.au

SaaScon
April 17-18
Santa Clara Convention Center
Santa Clara, Calif.
http://www.saascon.com

LinuxWorld Summit
April 18-19
Madrid
http://www.linuxworldsummit.com.es

Tech Tour: Network & Application Acceleration
April 19
Marriott Denver City Center
Denver
http://www.networkworld.com/events

Directions
April 20
Singapore
http://www.idc.com

Virtualization For Government Forum
An InfoWorld event
April 24
Mayflower Hotel
Washington, D.C.
http://www.VirtGovForum.com

LinuxWorld Conference & Expo
April 30-May 2
Metro Toronto Convention Centre
Toronto
http://www.lwnwexpo.plumcom.ca/

Directions
May 4
The Westin Hotel
Sydney, Australia
http://www.idg.com.au

Tech Tour: Network & Application Acceleration
May 8
Sheraton Philadelphia City Center
Philadelphia
http://www.networkworld.com/events

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

19
Crawford Del Prete *IDC*
Richard Pastore *CXO Media*

18
Susan Yanovitch *CXO Media*

17
Hans Koeniges *IDG Germany*

16
Heidi Broadley *CXO Media*

15
Ruth Sager *IDC*
Derek Slater *CXO Media*

14
Doreen Francy *IDC*
Ellen Fanning *Computerworld*

12
Pamela Prince *IDC*
Henry Morris *IDC*
Lucy Docherty *IDC U.K.*
Brian Kornegay *IDC Singapore*

11
Susan Brown *IDC*

10
Kurt Strebel *IDG Switzerland*
Dawnette Gordon *IDG U.K.*
Katarina Strömberg *IDG Sweden*

9
Daniel Behrens *IDG Germany*
Joanna Nilsson *IDG Sweden*
Daniel Cardamone *IDC Latin America*
Sandra Kendall *CXO Media*
Jerry Yang *IDG China*

8
Jennifer Lapio *IDC*
Helena Linton *IDG Sweden*
Helena Persson Brage *IDG Sweden*
Maro Eremyan *Network World*
Lauren Costello *IDG List Services*
Karen Bitran *IDC Mexico*

7
Vladimir Kroa *IDC*
Markus Schwerdtel *IDG Germany*
Manuela Eue *IDG Germany*
Frank Wang *IDG China*
Rosemary Kelly *IDG World Expo*

6
Dan Timberlake *IDC U.K.*
Volkert Deen *IDG Netherlands*
Vicki Cui *IDC China*
Magdalena Rajkowska *IDG Poland*

5
Lynn Hong *IDG China*
Jun-Fwu Chin *IDC Malaysia*

4
Premi Gokani *IDC U.K.*

3
Lewis Ward *IDC*
Daniela Nalbant *IDG Germany*
Vivia Liu *IDG China*
Jacqueline DiPerna *Network World*
Emily Tee *IDC Malaysia*

2
Nathan Budd *IDC U.K.*
Maria Emilia Leme *IDC Brazil*
Steve Dodman *CXO Media*
Gloria Lam *CXO Media*
Jennifer Baker *CXO Media*
Patrick Clarke *CXO Media*
Max Ding *IDG China*
Sarah Thompson *IDC Hong Kong*
Aloysius Choong *IDC Singapore*

1
Radhika Praveen *IDG U.K.*
Rebecca Swensen *IDC*
Anthony Tso *IDG Australia*
Niklas Höglund *IDG Sweden*
Andrea Ingmarsson *IDG Sweden*
Paul O'Malley *IDG Global Solutions EMEA*
Dave Callaghan *Computerworld*
Scot Finnie *Computerworld*
Caroline Keough *Network World*
Ching Lee *IDG*
Renee Kiosoglous *IDC Australia*
Chris Haggerty *IDC Australia*
Grace Fu *IDC Taiwan*

IDG List Services' Helen Flagg seeks support for fundraising effort

IDG List Services Financial Specialist **Helen Flagg** will be participating in the upcoming Ride for Research sponsored by the Brain Tumor Society. The 10-mile ride takes place in Waltham, Mass., on May 20. Helen is riding as part of a team that has set a collective goal of $10,000; to date they have raised almost $4,000.

Helen is riding in support of a friend who was recently diagnosed with a malignant brain tumor. There are several ways you can help. You can join Helen's team and participate either by riding in person or signing up as a "virtual rider" and helping to raise donations. Or you can sponsor Helen on her ride.

To learn more about the ride and the Brain Tumor Society, visit the Web site at http://www.braintumorsociety.org. To sponsor Helen, click on the Ride for Research link and then Sponsor a Rider. Or contact Helen at hflagg@idglist.com. WU

***Helen Flagg** will be biking in a fundraiser next month that will benefit the Brain Tumor Society.*

PC-Welt auction raises $14,447 for German children's charity

*(L-R): **Canio Martino**, publisher, PC-Welt; **Julia Wursthorn**, account manager, PC-Welt, Wera Röttgering, president, Herzenswünsche; **Bettina Schwarz**, account manager, PC-Welt and Andreas Linke, PR manager, Herzenswünsche.*

For the fourth consecutive year, PC-Welt's Christmas Charity Auction raised money for a German association that grants wishes to children and young people battling long-term illness. Last month PC-Welt representatives donated 11,000 Euros (US$14,447) from the December 2006 program. To raise the money, PC-Welt solicited donations of computer hardware and electronics products (printers, monitors, DVD burners, digital cameras, LCD TVs, etc.) from vendors. Twenty-four customers donated 27 products, all of which were advertised in a print advertising supplement and then highlighted online, one per day, and auctioned off through eBay. Vendors also contributed 125 software packages that sold, as well.

The charity, Herzenswünsche, plans to use the donation to buy laptop computers.

Contact Bettina Schwarz at bschwarz@pcwelt.de or Julia Wursthorn at jwursthorn@pcwelt.de. WU

celebrating 10!

Name
Piper Fowler Sheer

Home
Norwell, Mass.

Joined IDG
August 1993 as an HR Assistant, IDG HR Services Division

Current title, what your job involves
VP, HR, IDG Communications U.S. The last year has been primarily focused on HR aspects of the changes in the media businesses of IDG in the U.S. Specifically, I've been focused on making sure that our HR efforts, training and development and compensation programs are aligned with the rapidly changing nature of the media business.

Most challenging part of your job
In our rapidly changing industry, it's a daily challenge to stay informed about everything that's happening, internally and externally.

Best part of your job
Working with a terrific group of business leaders and employees who are passionate about what they do.

I joined IDG because
I had been working at a very large hospital and liked the idea of being in a smaller, privately held organization. Little did I know what I was getting into!

What's kept you at IDG for 10 years?
There's never a dull moment!

Best way someone could compliment you on your work
It's great to hear that a piece of advice or guidance I've given resulted in something positive. Knowing that you have helped someone resolve a problem or make a better business decision is a really good feeling.

One thing you've learned during your tenure at IDG
The people in an organization make all the difference!

Interests outside the office
Helping my kids grow into happy, well-adjusted individuals. Easier said than done.

Family
My husband Peter (yes, we really are Peter and Piper, like the nursery rhyme!); Sam, 7; Jake, 5; and yellow lab Dory, 1.

Favorite non-IDG Web site
simplyaudiobooks.com — I have a long commute and like to listen to books on the way to work.

*IDG Chairman **Pat McGovern** hosted **Piper Sheer** at a dinner at Boston's Four Seasons Hotel in honor of her decade of service to IDG.*

What book is on your bedside table?
A stack of parenting books!

What talent do you wish you had
I wish I'd continued piano lessons as a kid and could play more than scales and Chopsticks today!

As a child, what did you want to be when you grew up?
A teacher.

Your idea of a perfect day alone?
A sandy beach and a good book.

Most prized possession
My Nikon D80 digital SLR camera.

Favorite place to shop
Online.

Favorite vacation spot
Georgetown, Great Exuma in the Bahamas.

Manager's profile
"Piper is an HR executive who has been an incredible contributor because she makes the extra effort to understand the business so deeply. Piper has played a pivotal role in transforming our business because she truly understands the skills and capabilities that are needed for our employees to be successful and thus, for IDG to be sucessful."

— Bob Carrigan, president, IDG Communications

Request your World Update PDF

IDG employees can receive IDG World Update as a PDF file via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

Question of the week results for April 2

What's your biggest tech hassle?

TV/TiVo/Cable	37%
Cell phone/PDA	27%
Home computer	18%
Wireless networks	18%

Log on to www.idgcentral.com for this week's question: Do you think EMI's decision to sell digital rights management-free versions of its music on iTunes will cause the other three major music companies -- Universal, Sony BMC and Warner -- to follow suit?

IDG WorldUpdate

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG publishes more than 300 magazines and newspapers in 85 countries including *CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World*, and *PC World*. IDG's online network includes more than 450 Web sites. IDG's lead generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

IDG WorldUpdate

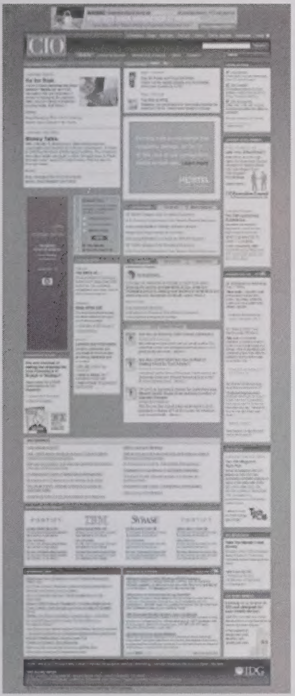
16 APRIL 2007
VOLUME 37, NUMBER 13

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

New CIO.com integrates editorial, user, vendor content

Equal treatment for all content sources reflects user preferences



CIO.com provides deeper context – strategy and analysis – with practical guides, the latest news, and video interviews on the hottest topics in information technology.

This month's relaunch of the CIO.com site represents far more than a simple face-lift or the addition of a few new features, according to **Martha Connors**, VP & general manager of CXO Online Media and Computerworld.com. "It is truly a brand-new site, built from the ground up with a new and distinct content and business strategy," she said.

With a focus on providing "solutions for today's and tomorrow's CIOs," the new site is designed to strengthen the community, maximize the visitor experience and provide CIOs and IT and business leaders with the resources they need to do their jobs, she said.

Citing results from a 2006 Computerworld research study aimed at identifying users' preferred sources of information, Connors noted that their No. 1 preference is peers, followed by vendor sites and, third, traditional content sites. "Our users come to CIO.com looking for facts, information and advice," Connors said. "They place a great deal of value on the thoughts and opinions of their peers as well as information supplied by vendors, and we knew we had to integrate these two groups more tightly into our site."

In order to give visitors a bigger voice on the site, "we've created a platform where their opinions, advice and content now receive the same attention as traditional online content from our own journalists. CIO.com is the first B-to-B site to adopt this model," Connors said.

One of our goals, Connors said, "is to turn members of our community into rock stars." Registered users earn points toward "expert status" for posting and commenting. In addition, any member of the online community can recommend any other member as an "expert" by clicking a button following a post. After accumulating 1,000 points, users become eligible for the expert designation. The editorial staff selects experts based on the value of their posts and offers them the chance to upload and use a photo instead of an avatar icon, create

continued on page 4

IDG Vietnam & Indochina co-organizes security event

As more Vietnamese firms become part of the global marketplace, business and government concerns about network security and data protection continue to grow. To address those issues and explore solutions, IDG Vietnam & Indochina co-organized the first Network Security & Data Protection Conference & Showcase (also known as Security World 2007) in Hanoi March 19-21. The General Department of Technology within the Ministry of Public Security was IDG's partner.

Security World drew 545 conference attendees and 1,000 exhibition visitors, among them enterprise leaders, government ministers and representatives of legal firms and software and research companies. Juniper Networks, Cisco Systems, Sophos, Ironport, AirCapture and Internet Security Systems were among the participating vendors.

The conference featured 22 local and international speakers including IDC Malaysia Research Director **Linus Lai**.

More than 500 attendees came to the conference portion of Security World.

According to IDC forecasts, the security software market in Vietnam is expected to have a 12% compound annual growth rate from 2006 to 2011.

Write to IDG Vietnam & Indochina PR Executive Tram Anh at anh_pham@idg.com.vn or go to http://www.securityworld.com.vn.

Inside this issue

Global product line meetings set for October in Boston *page 2*

Colin Crawford named to Folio list of media influencers *page 2*

February Publication profit margin report *page 2*

One on one: IDC Latin America Group Vice President Eric Prothero *page 3*

New class graduates from IDG Media Management Institute *page 5*

Celebrating 10: IDG Research Services' Nancy Koral *page 8*

in brief newsworthy

PC World/Macworld and Enterprise GPSC meetings set for October; agenda input sought

IDG's PC World/Macworld and Enterprise Global Product Support Centers (GPSC) will host back-to-back meetings in Boston this October. Both meetings will be held at the Westin Copley Place Hotel with the PC World/Macworld Product Line Meeting beginning Oct. 7 with an evening welcome reception prior to an Oct. 8 meeting. Since there was much content overlap between the two GPSC meetings in 2006, there will be a combined PC World/Macworld/Enterprise session on Oct. 9. The Enterprise GPSC Meeting follows on Oct. 10.

Both groups are seeking input from prospective attendees regarding the agenda. Anyone interested in presenting during one of the meetings and/or with suggestions for topics to be included on the agenda is invited to contact PC World and Macworld Senior Director of Marketing **Sandy Wong** at sandy_wong@pcworld.com (PC World/Macworld meeting) or Enterprise GPSC Manager **Samantha Saunders** at samantha_saunders@idg.com.au (Enterprise meeting).

Briefly noted

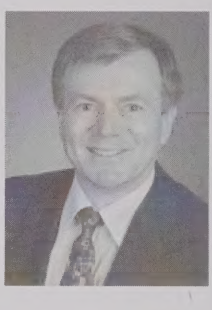
PC World Greece recently passed local rival PC Magazine in the average monthly circulation war. PCW Greece had 24,000 sold copies in January, and the title is now within striking distance of RAM, the market leader, which has an average circulation of approximately 30,000.

IDG Poland's sites, considered as a whole, rank No. 10 among the most-visited sites in Poland. In January, IDG Poland sites drew 3,707,215 unique users and had more than 27 million page views. The sites reach more than 28% of all Polish Internet users, which is a bigger percentage than Yahoo, MSN, eBay and YouTube have in Poland.

IDG Denmark's closure of the print edition of PC World Denmark late last year has not had a negative impact on the remaining PC World site's traffic, according to Managing Director **Søren Queitsch**. Earlier this year PC World passed Computerworld Denmark as the country's biggest IT site; PC World is now No. 44 on the list of most-visited sites in Denmark, Computerworld is No. 49.

CXO Media's CIO Executive Council is collaborating with the association ITWomen to increase the visibility of women in IT and encourage more young girls to pursue technology-intensive careers. The two groups are creating tools and a series of events to further those goals. The first event will be May 3 in Miami, when CIO Executive Council member Leni Kaufman, VP/CIO at Northrop Grumman Newport News, will speak to more than 350 students at the Miami-Dade County's first Student/Industry Conference.

Colin Crawford named to Folio listing of key media influencers



For the second consecutive year, **Colin Crawford**, now president and CEO of PC World Communications and Mac Publishing, has been named to the Folio: 40, the publication's annual roundup of key influencers in the media industry. Crawford, who was serving as IDG Communication's senior vice president, online, when he was selected by Folio for the recognition, was named to the "Director Level Do-ers" listing.

Crawford was recognized for his "evangelism of online revenues... [which] has driven him to announce that the company will steer its mission away from print and bring Web-centric operations to the core of the company's revenue strategy."

To read Crawford's profile, see this article on IDG Central or visit http://www.foliomag.com/viewmedia.asp?prmMID=7530

Full publication profit margin report for February available on IDG Central

Each month, IDG's wholly owned publications in seven of the company's global product lines are ranked in descending order of profit margin. Below is the partial list for February.

CW/IW publications
1. Computerworld Romania
2. Computerwoche (Germany)
3. Czech Business World
4. InfoWorld (U.S.)
5. Computerworld Czech

PC World publications
1. PC World Norge (Norway)
2. PC Tipp (Switzerland)
3. PC World Ekstra (Norway)
4. PC Advisor (U.K.)
5. PC World Espana (Spain)

Macworld publications
1. Macworld Espana (Spain)
2. Macworld U.S.
3. MacWorld (Sweden)
4. Macwelt (Germany)
5. Macworld U.K.

Networking publications
1. Networld (Poland)
2. Network World U.S.
3. Nettverk & Kommunikation (Norway)
4. Network World (Japan)
5. China Telecom World

Reseller publications
1. IT-Bransjen (Norway)
2. China Computer Partner World
3. Distributique (France)
4. Australian Reseller News
5. Dealer World (Spain)

Games publications
1. GamePro (Germany)
2. GameStar Germany)
3. GameStar (Hungary)
4. Australian GamePro
5. GamePro (U.S.)

CIO publications
1. CIO U.S.
2. CIO Japan
3. CIO Sweden
4. CIO Australia
5. CIO Poland

To obtain a login for IDG Central visit http://www.idgcentral.com and click on the "request login" link.

the interview

one on one

Eric Prothero

IDC's group vice president/Latin America is this week's columnist. Reach him at eprothero@idc.com.

Prothero joined IDC in 1993 as a senior analyst for the Latin America division based out of the Mountain View, Calif., office. He is currently responsible for the management and direction of IDC's consulting, research and events business across Latin America. In addition to this, he is the acting country manager of IDC's business in Brazil.

IDC Latin America at-a-glance

Year established 1990

Headquarters Miami

Number of employees 130 across the U.S. and Latin America in subsidiaries and agency partners in the following countries: Argentina, Brazil, Chile, Colombia, Mexico, Peru and Venezuela.

Q Is there any particular challenge to working with IT companies in Latin America, and what kinds of information are customers looking for most from IDC?

A The major challenges we face revolve around shifting budgets year to year. One year budgets are in the region, one year they are in the country. This requires a lot of coordination between our teams and, quite honestly, a lot of challenges when it comes to planning the business. In general, clients at the regional level purchase our trackers to understand their competitive position and as an input to ultimately set quota for their local teams. Our clients in country are looking for more custom marketing solutions that help them in branding, education and/or lead generation. As a result, at the country level we do more events and consulting as a proportion of our total business than we do at the regional level.

Q Why is Brazil part of the BRIC countries (Brazil, Russia, India and China) that IDC has been focusing on?

A The four countries in BRIC have similarities in that they are large economies (GDP greater than US$750 billion), with large populations (Brazil and Russia at 150 million and India and China greater than 1 billion), and are growing significantly faster than the global average. Today the BRIC countries are growing annually in IT spending at about 17% compared to the worldwide average of 6%, and as a result their combined share in the global IT market will grow from 6.3% in 2005 to 9.4% in 2010.

Q After Brazil, which are the next largest IT markets in Latin America?

A After Brazil, Mexico and Argentina are the biggest IT markets in Latin America. Mexico is an IT market of about $9.2 billion and is the 20th largest IT market in the world. By 2010 it will jump to the No. 18 spot. Argentina is a $2.4 billion IT market and an environment where we see a lot of similarities with IDC's Iberia (Spain and Portugal) operation. As a result, **Ricardo Villate** of IDC Latin America and **Antonio Romano** of IDC Iberia are exploring ways we can more closely work together sharing best practices and growing certain accounts together.

Q What competitors does IDC face in Latin America, and how does IDC compare?

A The years 2000 to 2002 were tough in Latin America, and many of our traditional competitors decided to significantly cut back in the region. Gartner closed shop in a number of countries and is only now beginning to rehire in certain locations. Gartner used to bid on telecom consulting projects in the region, but we do not see them doing that anymore. Frost & Sullivan is a strong competitor for us in the region on the telecom side, and they have good penetration across a number of telecom accounts including Telefonica. On the IT side, we do see Gartner competing with us with its PC, printer and server tracker products, but only when it is a global bid. Quite honestly it is tough for them, or anyone, to compete with us on our breadth of coverage and local expertise in Latin America.

Q To what extent do you collaborate with IDG partners in the region?

A Historically our collaboration with IDG in the region has been modest. But in the past few months we have signed a strong media partnership with CIO magazine in Argentina, and I have been working with **Silvia Bassi** of IDG Brazil over the past month on a number of initiatives our teams will be working on together in Brazil including: a Top 100 IT leaders magazine, selling executive summaries of IDC research on their online site IDGNow!, leveraging IDG's database for joint research projects and including IDG brands in IDC's conferences in Brazil moving forward. It is very exciting.

Q What are IDC Latin America's priorities over the next year or two?

A Our biggest priority now is leveraging our core business unit expertise more effectively across the Latin America network. Our new Leadership Management Council is working on a stronger matrix organization that includes not only the geographies (Miami, Brazil, Mexico, South Cone [Argentina and Chile]) but also the business units (Research, Consulting, Events). By leveraging this matrix better I believe we will see more consistent results for our business moving forward. Our second biggest priority now revolves around training. Nearly half of our employee base has less than 24 months with IDC, and we are looking at a number of initiatives to more effectively pass knowledge and experience from the more senior members to the newer employees. These initiatives include webinars, online training and in-person group sessions.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

CIO.com relaunch

continued from page 1

their own blog and other perks, explained CXO Media and Computerworld Online Editorial Director **Chris Lindquist**. CIO journalists are, by default, experts, noted Lindquist, and a number of the brand's columnists and bloggers have been invited to serve as experts.

GREGG LINDE

The team responsible for this month's relaunch of CIO.com looks relaxed now that the site is up.

The site is now categorized into five sections: How-To, Advice & Opinion, Research & Analysis, News and Careers. Information from all three primary sources — CIO journalists, site visitors and vendors — will be integrated into the relevant sections.

Another major improvement, noted Lindquist, is the addition of new tools that put much more control for the creation of content and operation of the site into the hands of the editors. "Today, we have a much greater focus on creating and posting content in a more timely way," Lindquist said. "Our editors are encouraged to try new things, interact with our audiences and ensure that the content we are producing appeals to the IT influencers we serve."

> *"This new online strategy is a much-needed and much-welcomed departure from the traditional church-state mentality regarding content providers and vendors."*
>
> *— Martha Connors*

Where previously editors would create the content and then pass off responsibility for packaging and posting it to site producers, "we now have in place the tools to allow editors much greater control over these functions," Lindquist said, noting that the site producers can now focus more of their time on value-added projects such as slideshows, interactive assessment tools, more content-rich landing pages for special features such as the yearly CIO 100 and State of the CIO and more.

Additionally, a new taxonomy covering eight top-level categories — four leadership and four technology — combined with Google search technology allow visitors to quickly find the articles, white papers, research and peer reviews they are looking for, Lindquist said.

Other enhancements include site-wide RSS feeds to which site visitors can subscribe for a constant connection to the latest CIO.com content and an "Interactive Assessment" program that lets readers answer a series of multiple choice questions and receive customized answers based on their responses.

Vendors, too, will find new opportunities on CIO.com to interact with visitors beyond the traditional banner advertisement. Among these are:

Solutions Centers — co-branded microsites that feature a vendor's product or solution and accompanying messaging surrounded by feature-oriented content from a variety of sources including CIO editorial.

Venues to promote company messages by posting commentary, white papers and opinions to the Advice & Opinion section.

Higher visibility sponsorship of contextual tickers and visitor tools such as RSS feeds and interactive polls, including sponsorship of poll results pages.

Citing CIO magazine's "Role and Influence of the 21st Century CIO" study (released September 2006) which found that 70% of CIOs look to white papers and vendor-sponsored content to keep up to date with technology trends and decisions, Connors said, "Clearly CIOs and IT leaders rely on vendors for information, so it only makes sense for us to include them in our expanding online community of subject matter experts and thought leaders. This new online strategy is a much-needed and much-welcomed departure from the traditional church-state mentality regarding content providers and vendors."

Contact Martha Connors at martha_connors@computerworld.com or Chris Lindquist at clindquist@cxo.com.

Transition to new site a remarkably smooth process

The development of and migration to the new CIO.com site was a remarkably smooth process, said **Martha Connors**, VP & general manager of CXO Online Media and Computerworld.com. For help, the CXO Media/Computerworld online publishing group partnered with New York-based site design firm Roundarch (http://www.roundarch.com).

Using a process called "agile development" the project was implemented in three, four-week "sprints," which allowed the team to quickly identify and make changes as they went along. "Instead of trying to make hundreds of changes at the end of the project, we were able to make constant adjustments as we built the site resulting in a much smoother implementation," Connors said, noting that the high degree of collaboration and engagement between the CXO Media and Roundarch teams resulted in the project coming in "under budget and two days early."

IDG

Current Jobs, Week of April 16, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	IS	IT Systems Administrator	Framingham MA	Julie Lynch	jlynch@computerworld.com	508-820-8162
CXO Media						
	Edit	Senior Fact Checker	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Online	Web Producer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	National Sales Manager	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Sales	Regional Sales Manager	Framingham MA, Paramus NJ	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	San Francisco CA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Sales	Regional Sales Manager	Chicago IL	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Associate	Framigham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
IDG						
	HR	HR Coordinator	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Communications						
	Business Dev	Director, Business Development	Open	Piper Sheer	piper_sheer@idg.com	508-935-4791
	General	Business Analyst	San Francisco CA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Connect						
	Sales	Account Executive	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Corporate Sales						
	Sales	Account Coordinator	San Francisco CA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Corporate Services Group						
	IS	IT QA Analyst	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Entertainment						
	Intern	Editorial Intern	San Francisco CA	Dave Rudden	drudden@games.net	415-974-7350
	Sales	Account Manger	New York NY		salesjobs@gamepro.com	
InfoWorld						
	Edit	Online Production Editor	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Mktg	Database Marketing Specialist	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Sales	Account Director	San Francisco CA	Kate Coldwell	jobopps@idg.com	
	Sales	Online Account Executive	San Francisco CA	Job Opportunities	jobopps@idg.com	
International Publishing Services						
	Intern	Public Relations Intern	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Edit	Senior Copy Editor	San Francisco CA	Job Opportunities	jobopps@idg.com	
Network World						
	Online	VP Online Development and Custom Media	Southborough, MA	Eric Cormier	careers@nww.com	508-490-6454
	Online	Senior Designer & Information Architect	Southborough, MA	Eric Cormier	careers@nww.com	508-490-6454
PC World						
	Marketing	Email Marketing Manager	San Francisco CA	PCW Jobs	jobopps@pcworld.com	
	Production	Production Coordinator	San Francisco CA	Nancy Jonathans	nancy_jonathans@pcworld.com	415-267-1716
	Tech	Sr. Applications Developer	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Tech	Web Applications Developer	San Francisco CA	Job Opportunities	jobopps@idg.com	
World Expo						
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDC						
	Consulting	Consulting Manager, Infrastructure Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Product Manager	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Intern, Enterprise Computing Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Manager, Investment Research Service	Framingham MA	Stephanie McCullum	smccallum@idc.com	508-935-4056
	Research	Research VP, Enterprise Storage	Framingham MA, San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Verticals	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst, Application Outsourcing Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, BPO Services: Market Opportunities by Key Business Processes	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Business Voice Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Learning Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Sales	Account Executive - Consulting Sales, Sector East Accounts	Framingham,, MA	Stephanie McCullum	smccallum@idc.com	508-935-4056
	Sales	Account Executive - Industry East Coast Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Director, US Regional Account Manager, Enterprise Major Account	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Manager	San Mateo CA	Leah Barton	lbarton@idc.com	508-935-4336
	Sales	Sales Representative, Enterprise Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC- Canada						
	Research	Sr. Research Analyst	Toronto Canada	Jim Klepper	jklepper@idc.com	508-935-4143
IDC- Government Insights						
	Sales	Sr. Account Executive	Falls Church VA	Leah Barton	lbarton@idc.com	508-935-4336
IDC- Manufacturing Insights						
		Program Director, Supply Chain Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

Media Management Institute explores business challenges

The 2007 East Coast edition of the Media Management Institute (MMI), a three-day program that looks at IDG's operations from a functional and operational perspective, drew 19 participants to Babson College in Wellesley, Mass., last month.

ALANA DROS

The MMI East Coast Class of 2007(Front, l-r): ***Sara Scogland****, senior human resources representative, IDG;* ***Danielle Tetreault****, manager, online account services, CXO Media;* ***Mark Barreca****, senior account manager, PC World;* ***Paul Overhiser****, senior financial analyst, IDG. (Middle, l-r):* ***Leigh Mills****, associate general counsel, IDG Legal;* ***Michele Putt****, finance manager, IDG International Publishing Services;* ***Michele Peoples****, research director, IDG Research Services;* ***Mary Scanlon****, senior human resources representative, Computerworld;* ***Craig Stedman****, news editor, Computerworld;* ***Sarah Welcome****, customer intelligence manager, Computerworld. (Back, l-r):* ***Rick Kazarian****, vice president, sales, IDG World Expo;* ***Jennifer Baker****, marketing communications manager, CXO Media;* ***Tom Pimental****, director, online analysis and audience development, Computerworld/CXO Media;* ***Peter Mayer****, account director, Computerworld;* ***Jens Nielsen****, managing editor, IDG Denmark;* ***Kevin Ford****, software technology manager, IDG;* ***Kevin Railsback****, director, information technology, InfoWorld;* ***Paul Zampitella****, associate publisher, Mac Publishing;* ***Sebastian Woerle****, team leader, sales software, IDG Germany.*

Managers from business units in the U.S., Germany and Denmark who were nominated by their managers comprised the group.

The MMI, one of IDG's oldest internal training programs, lets participants take time away from their daily jobs and gain a better understanding of the many functional areas within IDG businesses and the company's strategic direction. Seventeen senior IDG staffers either spoke or were on a panel.

Like the West Coast edition of the program, which was held in San Francisco last December, this MMI had a strong online emphasis and included sessions on online business models, online sales and account services, audience development, online research and community. There were also presentations on content and editorial, finance and forecasting, events, international publishing and the IDG News Service.

As a way to articulate the current and future role of print at IDG and what it means to manage print for profit, one segment included a panel discussion called "A Strategic Look at Print," which brought together five speakers from different functional areas and business units.

IDG HR Services Division Director ***Alana Dros****, CXO Media VP/Human Resources* ***Patty Chisholm*** *and Training and Development Coordinator* ***Erin Brennan*** *hosted the MMI. For more details write to erin_brennan@idg.com.*

CXO Media Senior Online Editor **Esther Schindler** has been active in online communities since she signed onto Plato Homelink in 1984 and discovered the world of electronic bulletin board systems (not to mention high long-distance phone bills).

She's been an online community moderator since 1990, ever since she innocently asked the question, "So what would be involved in running that forum section?" and has led communities on topics as diverse as software development, operating systems, and computer consulting.

At CIO.com, Schindler is able to share that knowledge with fellow journalists as they adapt to their new and expanded roles as members of those online communities. At right, a sampling of her observations.

CXO Media's Schindler helps journalists hone their online community roles

As I've worked with journalists in online communities over the years, I've noted that some of them have a hard time stopping reporting. A good journalist reporting a story will go into an "observation mode," as if she's a camera recording what she sees. Many wonderful journalists tend to write an article instead of a forum message or a blog post.

The key is to *stop writing about what you see; write about the way it makes you feel.* Discuss the questions without "obvious" answers; ask people why they're doing something you find strange and say why you think it's strange. This is the venue in which your own questions are relevant — not the opinions of the people who observe your words.

An editorial mentor once had to caution me, "An interview is not a conversation;" however, online communities are *nothing but* conversation. When you participate in an online community, you have to make that mode switch.

In short: this is where you let yourself show.

Nor should you opine only on the business issue at hand. You're more than a journalist; you're also a parent, an environmentalist, a pet owner, whatever. It isn't necessary to go as far as I have — the entire world knows about my affection for chocolate, a fact that, given my online popularity, has sometimes kept me from having to buy any for months at a time — but share enough of your own self to make people realize you aren't a byline... you're a person. People respond to personalities, and I bet that you have one.

Esther Schindler *advises journalists working in online communities to "stop writing about what you see; write about the way it makes you feel."*

My age-old model is the TV show "Cheers" — "where everybody knows your name." That's the nature of the communities that I aim to create. The journalists in a publication-sponsored community already have some recognition ("Oooh, I'll read anything by that author!"...or so we like to fantasize) so the goal is to start 'chatting.' Your loyal reader does want to ask you things; she's just shy. Encourage her to talk. Think "What I'd tell a buddy over a beer," not "What I'd say at the podium during a conference." Take off your shoes. Put on your t-shirt. Now — what do *you* think about that trend in outsourcing you reported a couple of weeks ago? What did you tell your spouse about it? Write that down. You're on your way.

noteworthy people

Promotions

Dolaher

IDG World Expo Executive Vice President **Mary Dolaher** has been named World Expo CEO. "Since joining World Expo earlier in this fiscal year, Mary has had an extremely positive impact on the company," said IDG Communications President **Bob Carrigan**. "We all know that she's brought in a wonderful new business for us in the digital entertainment/games area and has also brought along a great team from the Entertainment Software Association. But we've really benefited overall from her energy and dedication to World Expo's business. These are really great times for World Expo. We have a new, focused strategy for building our exposition business. There is a growing pipeline of new shows, and I feel very strongly that WEC will become one of the most successful exposition companies on the planet." Dolaher began her career at IDG serving as an administrator and events manager for IDG Chairman **Pat McGovern**. She later became director of Corporate Communications and was recruited to run the Electronic Entertainment Expo (E3). She was most recently employed by the Entertainment Software Association where she led the team that produced E3. During Dolaher's tenure, E3 was consistently within the top 20 of the world's largest trade shows and earned several industry awards including Highest Tradeshow Buying Power, and Most Innovative Use of Technology for E3's Web site. *mary_dolaher@idg.com*

Network World Senior National Sales Director, Events, **Andrea D'Amato** has been promoted to vice president of event sales. "Andrea has been with Network World for over 10 years, driving the growth of our events from small ancillary products to a fast growing $10 million business," said **Neal Silverman**, executive vice president, Events and Executive Forums. "Andrea has consistently hit and exceeded revenue targets on each of our events, including the Technology Tours, IT Roadmap, The Security Standard, DEMO and Custom events. Andrea skillfully manages client relationships and the career development of each member of her team. She is a brilliant sales director, NWW team player and true all-star!" *adamato@nww.com*

Buster Paris, Network World events marketing specialist, is now events marketing manager, "due to his tireless dedication, diligent attention to every last detail and, most importantly, an ever-growing wealth of great ideas," said **Mike Garity**, senior director of marketing and business development. "In his new role, Buster will manage the audience development campaigns for our Network World Live events, working with both internal and external stakeholders to ensure our event project plans are completed on schedule and on budget and audience numbers are met or exceeded for each event." *bparis@nww.com*

Network World Senior Demonstrator Coordinator **Jackie DiPerna** has been promoted to exhibit/trade show manager. "I hope everyone knows what a great job Jackie's done to coordinate all of the logistics pertaining to the demonstrators for the past six DEMO conferences," said **Dale Fisher**, director of event operations. "Each has been executed flawlessly, which is not an easy job. Jackie has made so many improvements to the process that she easily handled the responsibility of managing the IT Roadmap Expo Hall, adding another four show floors to her workload last year and looking forward to five IT Roadmaps, The Security Standard and two DEMOs this year." *jdiperna@nww.com*

New employees

After working on a contract basis as a market analyst with IDC China, **Fiona Wu** has joined the staff full-time. She was previously the managing director's assistant at C&A International Co. She holds a dual B.A. in information management and information systems and business analysis from China's Beijing Union University, as well as an M.A. in management from the U.K.'s University of Durham. She enjoys travel, reading and film. *fwu@idc.com*

PETER SHORT

Jaffe

Senior Research Analyst **Justin Jaffe** comes to IDC Framingham from C|Net Networks where he was a senior editor in the product reviews group. A graduate of Skidmore College in Saratoga Springs, N.Y., he holds a B.A. in English literature. His book "Do-It-Yourself Laptop Projects: 24 Cool Things You Didn't Know You Could Do!" was recently published by McGraw-Hill. In his free time he enjoys cycling, racquet sports, camping, painting and music. *jjaffe@idc.com*

IDG WORLD UPDATE

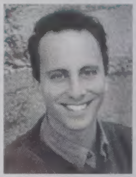
Sullivan

New at PC World is Associate Editor **Mark Sullivan**. He was previously a reporter with CMP's Light Reading and holds a B.S. in political science and English from Creighton University in Omaha, Neb., and an M.S. in journalism from Chicago's Northwestern University. In his free time he enjoys playing tennis and the piano. *mark_sullivan@pcworld.com*

Transfers

PC World Senior Account Manager **Jane Evans** moves to InfoWorld as account director/West Coast. At PCW she drove "a number of huge integrated sales wins during the past two years," said InfoWorld VP Integrated Media Sales **Hal Mentlik**. "Jane's experience with IDG actually goes back to 2002 when she came on board with CIO magazine as a senior regional sales manager. Jane brings with her a wealth of sales experience and sales success stories, which we look forward to building on now that she is part of the InfoWorld team. Her market knowledge, drive and enthusiasm will be a welcome addition to this great team." *jane_evans@infoworld.com*

Returning employees


Tharler

Previously national advertising sales representative for IDG Newsletters, **Scott Tharler** returns to IDG as director of content management for IDG Connect where he will write and deliver targeted e-newsletters to generate qualified leads. He has also done freelance writing on poker, gambling, technology and travel. He earned a B.A. in anthropology and psychology with a minor in mathematics from Syracuse University and enjoys tennis, skiing, volleyball, poker and travel. He recently published his fourth book, "Las Vegas in Photographs." *scott_tharler@idg.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Valerie Sanclemente *IDG Paper Services*

17

Maria Rosa Rodriguez *IDG Spain*

13

Fredrik Agrén *IDG Sweden*

12

Thomas Copeland *IDC*

11

Yoshida Satoshi *IDG Japan*

10

Dawnette Gordon *IDG U.K.*
Yoshiko Mimura *IDG Japan*
Paolo Lombardi *Nuov@Periodici Italia*
Anders Elbak *IDC Nordic/Denmark*

9

Daniel Cardamone *IDC*

8

John Fontana *Network World*
Eileen Quan *PC World*

7

Joakim Allwin *IDG Sweden*
Sandra Rossi *IDG Australia*
Margherita Bertoncelli *Nuov@Periodici Italia*
Bill Cappel *Mac Publishing*
Anne McDonald *PC World*
Annette Berg *IDC Nordic/Denmark*

6

Gregory Ireland *IDC*

4

Duncan Newell *Computerworld*
Nobuyuki Sakata *IDC Japan*
Teri Marsh *InfoWorld*
Eric Butterfield *PC World*

3

Anders Blomqvist *IDG Sweden*
Michael Fletcher *IDC*
Amy Gershman *PC World*
Ben Veechai *PC World*
William Wang *PC World*

2

Jens Butler *IDC Australia*
Eva Au *IDC Singapore*
Grace Moy-Ng *Network World*
Tara Sellazzo *Computerworld*
Anderson Munhoz *IDG Brazil*
Scott Lundstrom *IDC*
Baldwin Louie *InfoWorld*
Peter Babb *InfoWorld*

1

Marlen Cale *IDG Connect*
Muga Yuvisa *IDC Peru*
Mattias Marislei *IDC Brazil*
Encarna Gonzalez *IDG Spain*
Silvia Hernandez *IDG Spain*
Kathryn Hingston *IDC U.K.*
Julia Vadasz *IDC Hungary*
Martin Strang *IDG Germany*
Marion Hoisl *IDG Germany*
Catherine Cromley *IDC*
Craig Denning *IDC*
Dave Perara *IDC*
Eric Suesz *Mac Publishing*
Richard Commodore *IDG Entertainment*
George Jones *IDG Entertainment*
William Schultz *PC World*

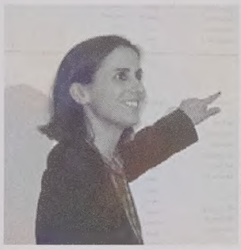
Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Receive a World Update PDF by e-mail

IDG employees can receive IDG World Update as a PDF file via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

IDG Corporate Services groups gain online advertising knowledge

IDG's emergence as a Web-centric company has had an impact on every employee, even those whose work at first glance may appear to be somewhat removed from the day-to-day business of online publishing. The Corporate Credit and Accounting groups in Framingham, Mass., for example, now need to have an in-depth understanding of the online-related products sold by IDG's U.S. publishing business units and the related terms that appear on the advertising insertion orders used to generate invoices.


JOE MOLA

***Diane Hacker** discussed online terms, products and the online sales and billing process.*

To increase the staff's familiarity with online products (rollovers, peel backs, video sponsorships, microsites, etc.) as they relate to the billing process and other online efforts such as lead generation, IDG Corporate Credit Manager **Amy Hanania** and IDG Group Controllers **Nancy Sheehan** and **Sally Reinfeld** invited **Diane Hacker**, the director of financial ad operations for PC World, Mac Publishing and InfoWorld, to stop by during her trip to Framingham last month and give an overview of the online advertising arena. Hacker is a member of the Interactive Advertising Bureau's (IAB) Terms & Conditions task force.

More than 40 people from the accounting, credit, finance and IS groups attended the first part of the meeting that focused on online terms and products. The second session examined in detail the online sales and billing process — from the RFP though collecting for an invoice, the kinds of information that can be found on an insertion order, differences in rate types and various reporting and tracking methods. The following day Hacker held two roundtable meetings with the accounting and credit groups to answer additional questions.

"Diane did a great job and was a wonderful resource for us," Hanania said. "We want to be more proactive in helping our business units bring in online revenue. The more familiar we are with the online business, the better we can respond to questions from the business units or the vendors we're working with."

This training session was part of an ongoing effort within the IDG Corporate Services Group and at all IDG U.S. business units to get their online-related processes in good working order so they can become certified by the IAB by July 2008. At that time, many advertisers will require that the media companies they deal meet the standards set by the IAB and may choose not to place ads with those companies that have not earned certification.

Hacker's presentation was so well received that the Framingham team is considering having her back for a follow-up session sometime; she has since given a similar presentation to her colleagues in San Francisco.

Write to amy_hanania@idg.com or diane_hacker@pcworld.com. Hacker's presentation can be found with this article on IDG Central. WU

celebrating 10!

Name
Nancy Koral

Home
Framingham, Mass.

Joined IDG Research
May 1995 as Office Manager

Current title
Business Manager. Responsible for all financial information involving IDG Research and competitive analysis.

Best part of your job
The people I work with at IDG.

Latest accomplishment
The purchase of our home on Lake Winnisquam in N.H.

Interests outside the office
Spending time with family and friends.

Family
My husband, John; daughter, Elyse, 23; and son, Andrew, 20.

Most rewarding thing you've ever done
Being a mom, it is an emotional roller coaster with many rewards and challenges. Elyse and Andrew are no longer children, and I could not be prouder of the accomplished adults they have become.

What's currently in your CD player?
Josh Groban.

What book is on your bedside table?
"I Feel Bad About My Neck" by Nora Ephron.

Ability you wish you had
The ability to speak more than one language.

Fantasy job
Photographer

Most difficult decision you ever had to make?
No longer being able to keep and care for my mom at my home because of her dementia.

As a child, what did you want to be when you grew up?
A party planner/caterer.

First job
Executive Assistant for the Network Sales Manager at ABC in New York.

Your idea of a perfect day alone?
Sitting by the lake with a book and a drink.

One possession you'd grab if your house were on fire?
Our family dog, Brandy.

*IDG Research Services Business Manager **Nancy Koral** was the guest of IDG Chairman **Pat McGovern** at a dinner honoring her decade of service to the company.*

Favorite outfit
Jeans and a sweatshirt or t-shirt.

Luxury item you can't live without
My hair straightener.

Favorite vacation spot?
Ireland. I absolutely love everything about it, especially the people.

If you could do one thing over
Living in New York City in the early 70's, I had the option to buy the one-bedroom apartment I was renting because the building was converting all rentals into condominiums. It was right next to Central Park on West 72nd Street. I have many times thought "if only."

Retirement dreams?
Travel…travel…travel…here and abroad.

Manager's profile
"Nancy is responsible for keeping IDG Research Services' financial systems on track. She is responsible for managing our receivables and payables as well as tracking key performance indicators for our group and providing insight into financial trends. Nancy is a valuable contributor to the IDG Research team, who is well respected by her colleagues and clients. It is a pleasure working with Nancy, and I am proud to have her on our team."

— *Janet King, VP, research, IDG Research Services*

Question of the week results for April 9

Do you think EMI's decision to sell digital rights management-free versions of its music on iTunes will cause the other three major music companies — Universal, Sony BMC and Warner — to follow suit?

Yes	89%
Not sure	11%

Log onto IDG Central for this week's question: When do you arrive at work?

IDG WorldUpdate

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG publishes more than 300 magazines and newspapers in 85 countries including *CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World*, and *PC World*. IDG's online network includes more than 450 Web sites. IDG's lead generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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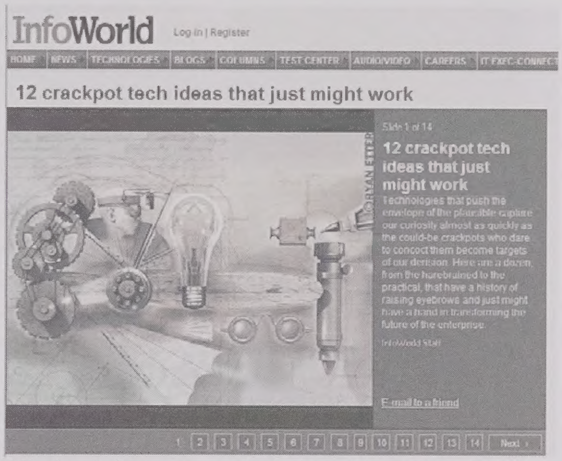
Response to offbeat feature boosts IW site traffic, page views

InfoWorld's editorial team is not above publishing a harebrained article or 12 — especially when those articles, packaged with a slideshow and their own blog, rack up more than 120,000 page views and continue to draw readers.

In mid-February InfoWorld launched a Web feature called "12 Crackpot Tech Ideas That Just Might Work" — a collection of 12 brief essays on desktop Web applications, holographic storage, autonomic computing and nine other technologies "that have a history of raising eyebrows and suspicions." The essays, along with a slideshow and a letter from InfoWorld Editor-in-chief **Steve Fox**, drew more than 4% of the site's total traffic for February. To date the package has garnered 121,403 page views.

Fox attributed the online feature's success to it being "the kind of thing anyone could have an opinion about. The piece manages to look and feel like a pop-culture general-interest story, while still speaking in a targeted way to an IT audience." He said it appeals particularly to IT types who know enough about technology to understand that sometimes counterintuitive ideas can be surprisingly effective.



12 crackpot tech ideas that just might work

12 crackpot tech ideas that just might work

Technologies that push the envelope of the plausible capture our curiosity almost as quickly as the could-be crackpots who dare to concoct them become targets of our derision. Here are a dozen, from the harebrained to the practical, that have a history of raising eyebrows and just might have a hand in transforming the future of the enterprise.

InfoWorld Staff

A blog launched to encourage readers to share opinions on the technologies discussed in this feature has drawn just over 2,600 posts to date.

The idea for the feature, which took about three weeks to put together, came from Fox. "We had run

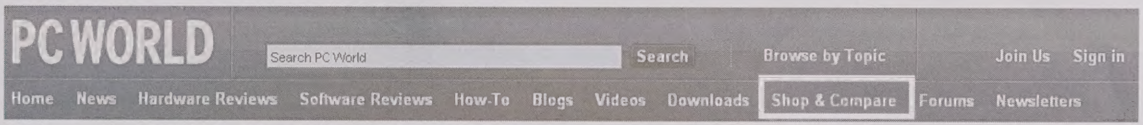
continued on page 2

New on IDG Central

A new column, Style Rules!, by IDG News Service Managing Editor **Nancy Weil**, joins the Writing Workshop section of IDG Central. Learn the distinction between *amount* and *number*, and *less* and *fewer* and other sticky points of grammar. Check it out at http://www.idgcentral.com.

Free Google tool helps PC World optimize navigation bar

Tool permits simultaneous testing of multiple options; readers unaware of test



Readers were far more likely to click on the "shop and compare" link than links that read "shopping" or "compare prices."

Thanks to a free tool from Google, the PC World online team recently learned that their site visitors would rather "Shop and Compare."

Looking to make some changes to the navigation bar to increase the site's conversion rate, the online group wondered what option would more site visitors click on — "Shopping," "Compare Prices" or "Shop and Compare"? The online team felt sure that users would prefer "compare prices," but rather than going on intuition the group decided to let site visitors tell them. Using Google's multivariate-testing Website Optimizer tool, the team tested all three versions simultaneously and found that significantly more users clicked on "Shop and Compare" than the other two options.

"Through multivariate testing, you let the reader decide which verbiage is the best, not marketing, not the art department or the development team," said **Alexa Wriggins**, director of online marketing at PC World and Mac Publishing who worked with PCW CTO **Aaron Jones** and his team to get the testing program up and running last month.

Users were unaware that they were part of a testing program. When a user came to the PC World site, she may have seen a navigation bar with options such as Home, News Hardware Reviews, Software Reviews, Blogs and Shopping — or 'Compare

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QuickPoll: Best circulation promotion efforts *page 5*

Boston-area employees invited to run in Corporate Challenge *page 7*

Celebrating 10: IDG Research Services' Albie Minkovitz *page 8*

Crackpot

continued from page 1

a piece earlier in the year on the making of an [environmentally responsible] datacenter, and it included a sidebar on using DC power. My initial thought was, 'What a crackpot idea... and it just might work.'"

Associate Editor **Jason Snyder** was assigned to oversee the article, and he sent out queries to the staff and contributing editors soliciting suggestions for "crackpot ideas that could transform IT." He received a sizeable number of responses and some very opinionated e-mail exchanges. "The question clearly struck a nerve with our contributors, which is always a good sign," Fox said.

Snyder spread the writing assignments among InfoWorld staffers and freelancers. "If you suggested a topic, you got the first crack at writing it," Fox said, noting that the essays were to be "a bit whimsical and more speculative than our typical fare."

Fox's editor's letter added some background to the package and personalized it as well, as Fox had worked at the now-defunct science magazine Omni for many years, "where crackpot technologies were our bread and butter. I got to write a bit about that time in my life and relate it what we were doing at InfoWorld."

InfoWorld.com VP/General Manager **Virginia Hines** said a slideshow — offering artistic representations of the 12 tech ideas — was added to the feature to "broaden our storytelling to non-text formats and provide more opportunities to have fun with a rather playful concept. It also migrated an audience to a platform that gives us many more page views per visit than traditional text articles."

Hines said tracking of the feature was divided into the following four parts:

- Total page views of basic text (to date): 59,721
- Total page views of Fox's column: 21,425
- Total page views for the slideshow: 37,656
- Total page views for a Crackpot Tech blog launched to extend the feature's shelf life: 2,601

Fox said the feature continues to draw site traffic two months after it originally appeared, "so there is a long tail effect." He added that there are similar features currently in the works.

To see the InfoWorld feature go to http://www.infoworld.com/article/07/02/19/08FEcrackpot_1.html?source=searchresult. For more information contact Steve Fox at steve_fox@infoworld.com.

Past is present

In InfoWorld Editor-in-chief **Steve Fox**'s letter from the editor for the "12 Crackpot Tech Ideas That Just Might Work" feature he mentioned having worked for Omni magazine, a popular-science/science fiction magazine that specialized in articles that sometimes stretched belief, such as sightings of Bigfoot.

Fox closed his letter with a request for readers' suggestions for other crackpot ideas, adding "but, please, no Bigfoot sightings. Omni magazine folded in 1995." Sure enough, he got a call the next week from a man who was insistent that Fox look at his photos proving Bigfoot's existence. "Even weirder," Fox said, "he was a guy who we had covered often in the pages of Omni 20-plus years ago."

Google tool

continued from page 1

Prices' or 'Shop and Compare' instead of 'Shopping.' The Google Web tool would transparently and randomly feed one of the three options to users.

Wriggins said that rather than compare one option to another one at a time, PCW could compare all three at once and see the interactions between different factors. "You can test for many things in the same amount of time it would take to test two things," she said.

> *"We can make more qualified decisions about changes we make to our site and know with a degree of certainty what works best."*
>
> *— Alexa Wriggins*

"We're happy with the results we're getting," Wriggins said. "We can make more qualified decisions about changes we make to our site and know with a degree of certainty what works best."

Since the success of the "shop and compare" test, PC World has additional elements on the nav bar, and will be using the Google tool to test other online elements such as copy and graphics for marketing and editorial purposes. "We're looking to get more conversions on our e-newsletter subscriptions, so we'll test to see if more people sign up for a newsletter if they see the word 'Free' or a graphic," Wriggins said.

She noted that there are limitations to the Google program in that PCW cannot test dynamic content, such as headlines and news stories. "We can, however, test non-dynamic content like navigation-bar options and marketing promotions that are more static. Despite the limitations there is much to gain — more traffic, more money, more conversions, more ROI."

For more information contact Alexa Wriggins at alexa_wriggins@pcworld.com. To see a overview of Google's Website Optimizer go to http://services.google.com/websiteoptimizer/

Correction

In last week's story about the new CIO.com web site, **Chris Lindquist** was incorrectly identified as the online editorial director for both CXO Media and Computerworld. **Scot Finnie** is the online editorial director for Computerworld.

the interview

one on one

Deb Goldstein
The president of IDG List Services is this week's columnist. Reach her at deb_goldstein@idg.com.

Q What is the current state of the direct response business? How has it evolved with the myriad of media that is now available to deliver advertising content and messaging?

A Ever since Fred and Wilma Flintstone were the first responders from the town of Bedrock, direct response has been a medium that has delivered on its promise of building the relationship between the customer and the seller. That has not changed. It continues to be one of the most well-respected, measurable mediums and is a major influencer when the customer has a purchase under consideration. The difference is that now those customers are George and Jane Jetson, and they get their information and view advertising from a collective world of messaging of choice. Its evolution has thrived in that environment of choice as its power is now integrated into a much more complex layering of messaging to build brand or product awareness. There is a myriad of media but each one has a voice. Direct response at its inception was a singular note; now it is an integral part of the collective chorus.

> *"It is not enough to be just a list company. Our mailers need more ways to build the relationship with their customers. As a result, we have been re-engineering List Services to offer a fuller complement of services — from lists to data intelligence."*

Q What are you doing at List Services to create a better experience for your customer?

A It is not enough to be just a list company. Our mailers need more ways to build the relationship with their customers. As a result, we have been re-engineering List Services to offer a fuller complement of services — from lists to data intelligence.

This suite of services includes the following:

- Making the rich IDG data available for licensing and appending customer databases for improved CRM. Many companies may have a contact but no demographic that we can provide. Or they may have a company location with no IT contact. In either case, IDG can prepare creative proposals to solve these issues for improved customer contact.
- Making available co-branded e-mail programs for a higher branded endorsement to lift response to a larger audience. This is a very natural fit for us as it follows the list rental model but offers higher quantities with a stronger brand presence. This has been especially well received through the list brokerage community.
- Becoming another business unit that offers IDG Connect for guaranteed lead generation.
- Adding a true voice to e-mail marketing with voice-enabled e-mail where you can literally embed a voice as a link in an e-mail to strengthen the message and lift the medium's impact and experience. This is one cool technology!

Q Have you changed the way you partner with your internal IDG customers?

A Our mission is to look throughout IDG at every level at audience development, technology and data to find creative ways to monetize them. For example, Network World developed voice-enabled e-mail for their customers and they then offered it to us for ours. Computerworld and CXO Media have developed customer intelligence databases, and we are in discussions on how List Services can participate in leveraging their premium information for our customers. The Unified Customer Database at IDG Connect offers us a wealth of demographic data that we did not have available for rental. For example, the gold card demographics that site visitors give when registering has been appended to over 240,000 e-mail names on our databases where previously we had none. Demographics are key to increasing revenue. The next frontier is that all the business units are looking to capture behavioral information from their customer's journey through their sites, which, as it develops, will be premium information and very exciting!

Q How are you getting the word out to the direct response community about your new services?

A Road trip! The message of "From Lists to Data Intelligence " is being personally delivered by me to the list brokerage community and then reinforced every day by our team. We are getting a lot of publicity in all the major direct response and BtoB publications. Every event we attend we have meetings with key customers. Our tagline — "Your Data Intelligence Partner" — is reinforced on all our marketing collateral, right down to our e-mail signatures.

Q Has this changing environment affected operations on the list brokerage side of the business?

A List brokerage is the flip side of list management where the list broker serves the mailer directly and can order any lists or medium needed to fulfill the goal of the customer. It is the list broker that is the first line of offense in driving a direct response campaign. They discuss the goal, put together a list/media plan and then execute it by ordering the lists or media on behalf of the mailer. The evolution in this part of our business also extends to our suite of services and goes beyond the goal of just ordering lists by partnering with vendors to provide a turnkey solution. Included in this are such services as design creative, telemarketing services, service bureau operations and copy writing. Whatever the need, we want to be their direct response solution! WU

PC World/Macworld and Enterprise GPSC meetings set for October; agenda input sought

IDG's PC World/Macworld and Enterprise Global Product Support Centers (GPSC) will host back-to-back meetings in Boston this October. Both meetings will be held at the Westin Copley Place Hotel with the PC World/Macworld Product Line Meeting beginning Oct. 7 with an evening welcome reception prior to an Oct. 8 meeting. Since there was much content overlap between the two GPSC meetings in 2006, there will be a combined PC World/Macworld/Enterprise session on Oct. 9. The Enterprise GPSC Meeting follows on Oct. 10.

Both groups are seeking input from prospective attendees regarding the agenda. Anyone interested in presenting during one of the meetings and/or with suggestions for topics to be included on the agenda is invited to contact PC World and Macworld Senior Director of Marketing **Sandy Wong** at sandy_wong@pcworld.com (PC World/Macworld meeting) or Enterprise GPSC Manager **Samantha Saunders** at samantha_saunders@idg.com.au (Enterprise meeting).

New platform gives boost to video content on InfoWorld.com

InfoWorld earlier this month rolled out a new Ajax-driven video area on its site that improves the presentation and accessibility of video content, simplifies uploading and creates a central database that allows editors to serve video content throughout the site. The user interface is so simple, in fact, that one day, editors hope to allow users to post their own videos on the site, noted Director of Online Content and Production **Allen Fear**.

Accessible through the "Audio/Video" link on the homepage, the page displays the featured video in a panel at the left. A box labeled "Popular categories" at the right allows users to quickly find and view video on some 30 different topics.

Many of the currently available videos, such as Editor-in-chief **Steve Fox**'s interview with Second Life's VP, Platform and Technology Development Joe Miller, are produced in-house under the direction of Multimedia Producer **Ralitza Stoeva**; others are taken from the IDG News Service's growing collection of video content (http://www.idgns.com/idgimage.nsf/VideoByPostedOn?OpenView).

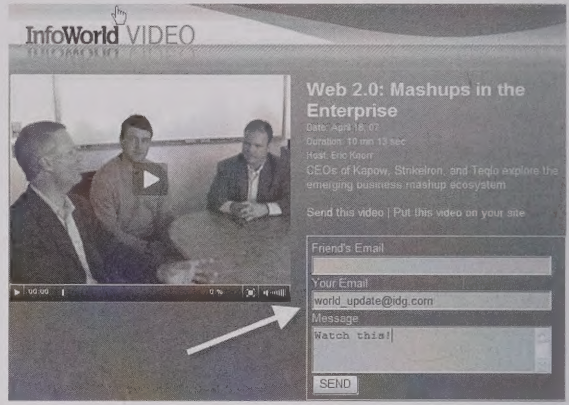
Two links appear under each video that allow users to e-mail a copy of the video to friends and colleagues or to post the video to their own Web site or blog (see graphics at right).

Currently there are approximately 100 videos available on the site with more being added at a rate of approximately two to three per week. Videos average two to 10 minutes in length.

InfoWorld.com's ever-expanding collection of multimedia content, which includes video, podcasts, screencasts and slideshows, is currently driving more than 3% of traffic to the site, according to Fear. "This new video platform will allow InfoWorld to dynamically surface related video content in more targeted ways, which in turn, will help InfoWorld increase its page views per visit," he said.

For more information, contact Allen Fear at allen_fear@infoworld.com.

WU

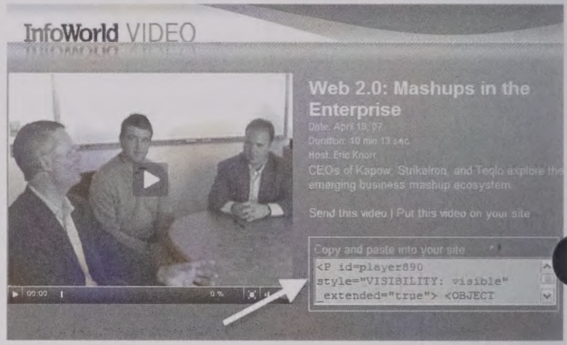


Web 2.0: Mashups in the Enterprise
Date: April 18, 07
Duration: 10 min 13 sec
Host: Eric Knorr
CEOs of Kapow, Strikelron, and Teqlo explore the emerging business mashup ecosystem

Send this video | Put this video on your site

Friend's Email:
Your Email: world_update@idg.com
Message: Watch this!
SEND

Users can use links that appear next to the video to either send a link to the video to a friend (top) or post a link to the video on their own Web site or blog using the code that can be cut and pasted from the box that appears in the drop down view (bottom).



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Send this video | Put this video on your site

Copy and paste into your site

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_extended="true"> <OBJECT
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Coming up

Virtualization For Government Forum
An InfoWorld event
April 24
Mayflower Hotel
Washington, D.C.
http://www.VirtGovForum.com

LinuxWorld Conference & Expo
April 30-May 2
Metro Toronto Convention Centre
Toronto, Ontario
http://www.lwnwexpo.plumcom.ca/

Directions
May 4
The Westin Hotel
Sydney, Australia
http://www.idg.com.au

Tech Tour: Network & Application Acceration
May 8
Sheraton Philadelphia City Center
Philadelphia
http://www.networkworld.com/events

Tech Tour: Network & Application Acceration
May 10
Crowne Plaza Altanta-Ravinia
Atlanta
http://www.networkworld.com/events

InfoWorld SOA Executive Forum East
May 15-16
Roosevelt Hotel, New York City
http://www.SOAExecForum/may2007.com

RoboBusiness Conference & Expo
May 15-16
Boston
http://www.roboevent.com

Computerworld Mobile and Wireless World
May 21-23
Orlando, FL
http://www.mwwusa.com/

OSBC - Open Source Business Conference
An InfoWorld event
May 22-23
Palace Hotel
San Francisco
http://www.osbc.com

April 23, 2007

Account Executive - Consulting Sales, Sector East Accounts
IDC's East Coast Sector Accounts team is seeking an Account Executive who will focus on selling IDC's Consulting and Go-to-Market solutions to existing accounts. The Account Executive will be responsible for generating revenue in both renewal and new sales of consulting and go-to-market solutions to Sector vendor prospects and existing accounts, in the Eastern Region. The Account Executive will be responsible for building a consistent, strong pipeline; up selling existing clients by demonstrating value to customers' critical business issues; and working with other account managers, as necessary, to formulate strategy to grow the sector sales team's existing account relationships. Additionally, this person will be expected to produce accurate and timely forecasts, work with research teams to provide client feedback for consulting engagements, and develop an understanding of the changing business and technology issues challenging IDC clients. This position is part of a focused sales team effort and will report to Sales Manager, Sector East Consulting Sales. This is a quota carrying position. Requirements for the position include 3-5 years of sales experience, preferably in client management or consulting sales. The successful candidate will have demonstrated experience managing client relationships, achieving revenue goals, and managing personal sales strategies. This position requires strong written, analytical, and verbal communication skills. Prior experience selling an intangible product or service is a plus. Additionally, this person will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. This position requires strong time management and organization skills. Prior market research industry sales experience is helpful, but not required. This position is based out of IDC's Framingham office and will require approximately 20-25%% travel. ***Location: Framingham MA***
Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Program Manager, WW Tracker Program
IDC's WW Tracker & Forecaster products are the industry's leading research products for quarterly tracking of market share data. The WW Tracker group is currently looking for a highly motivated, take-charge Program Manager to lead the Hardcopy Peripheral Tracker team. The Program Manager position provides a unique opportunity to work closely with the Hardcopy Peripheral (printer, scanner, multi-function copiers, etc.) research teams around the world to streamline data processes, as well as to develop new techniques for both delivering and analyzing key data. The Manager will develop collaborative working relations with U.S. and IDC regional analysts as well as the vendor, end-user and financial communities. The key responsibilities involved with managing the HCP Tracker product include the delivery of the Tracker products to clients quarterly, ensuring the data has the highest level of quality and integrity through data analysis and reconciliation, interacting with worldwide and regional analysts to streamline the data process, and providing input into our database/application development efforts. The Manager will also help in developing & creating business opportunities, interacting with senior management on product enhancements & roadmaps, working with Sales & Marketing to develop key marketing strategies, and developing client relationships. Along with leading in a matrixed environment, the Program Manager will directly manage a Research Analyst.
The successful Program Manager will have strong facility with quantitative analysis and experience working with database products, along with product or project management experience. Experience with Excel & Access is required and VBA experience is a plus. Expertise in research methods and process improvement, experience using interactive web-based systems, and the ability to work with a technical and service-oriented team of professionals are required. Strong communication skills are a must - including writing and presenting skills. Demonstrated ability to collaborate with all levels within the organization (including international colleagues), excellent product management skills, and a high degree of willingness to be involved at all levels of a project are keys to success. A Bachelor's degree is required and an MBA is a plus. 7+ years of business experience, with 3 - 4 years in project or product management required. We are seeking someone who is collaborative, decisive and entrepreneurial. This role involves some travel. ***Location: Framingham, MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sr. Research Analyst, Network and Service Management
IDC's Enterprise Computing Group is seeking a Senior Research Analyst to analyze and forecast the network management and telecom software markets. This is a six month position that will run from June – December 2007 based in IDC's Framingham, MA office. The analyst will be chartered with providing insightful research, analysis and guidance to clients on key market trends to network vendors. Key responsibilities include conducting research, quantitative analysis including market sizing, and producing multiple documents on a quarterly basis to fulfill the requirements of the Networking Program. Client interaction and inquiry is an integral part of the analyst role and along with this the ability to assimilate industry information and provide advice and guidance to your clients is critical. Clients include telecom, software, systems, and integration companies as well as IDC's Wall Street customers. Collaborative efforts will include work with the Communications Group, the Software Group, and the Asia Pacific and European regions. Skills which are critical for this position include developed writing and analysis skills, more specifically the ability to synthesize multiple and disparate pieces of data into concise and insightful client deliverables; experience championing multiple deliverables and deadlines and the ability to efficiently cover all bases; strong communication skills with proven experience in developing client relationships. We are seeking analysts with an understanding of marketing, product management, product marketing, or solutions management and some knowledge of network/system management or the OSS/BSS space. Candidates should possess four to seven years of work experience and a bachelor's degree with a strong academic record. ***Location: Framingham MA***
Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Sales Representative - Sector Major Accounts
IDC's Sector Major Sales team is seeking an Sales Representative who will be responsible for driving new sales from Sector Major accounts prospects and existing accounts. This position will report to the Vice President, Sector Sales. As a member of a collaborative team, the Sales Representative will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. A primary responsibility will be to begin and advance the IDC sales cycle on a high volume basis for both existing clients as well as new prospects. The individual will be responsible for identifying new opportunities and to broaden IDC's reach within existing accounts and prospects for the outside sales team. The individual will follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. The quota for this position will consist primarily of new business within the Sector Account group. Requirements for the position include 2-3 years of sales experience, along with strong written, analytical, and verbal communication skills. Excellent customer service skills are essential. Strong telephone cold calling experience is preferred. The ideal candidate will be motivated, assertive, and collaborative, as well as highly organized and a quick-thinker. Prior market research industry sales experience is helpful, but not required. This position will be based out of Framingham, MA and will require approximately 10% travel. ***Location: Framingham, MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Associate Web Producer
IDG Entertainment is looking for an experienced Associate Web Producer with solid technical skills, an eye for design, community intuition and a passion for building great products related to the video game and digital entertainment industry. This is an excellent opportunity for someone who is looking for experience in the web industry and loves video games, graphic arts and the internet. Working closely with the Online Product Development staff, the Associate Web Producer will assist in all aspects of front-end web development; including, but not limited to, custom advertising projects, advertising unit design/development, as well as general site development tasks. The Associate Web Producer works closely with the entire IDG Entertainment staff, reporting directly to the Director of Online Product Development. Qualified candidates will have client relations and/or product management skills, internet browser knowledge, familiarity with both Windows and Mac platforms, HTML knowledge, strong CSS skills, flash and PhotoShop/Illustrator experience. Please send cover letter, resume and links to previous work. Please reference "Associate Web Producer" in the subject line when applying to this position. ***Location: San Francisco, CA***
Contact: L. Hess, Fax: 415-974-7316, Phone: 415-978-3185, Email: jobs@gamepro.com

what's working

quick poll

IDG World Update recently asked circulation managers what circulation promotion effort has been particularly effective for their publication:

New business telemarketing

Spach

In mid-2006 CIO completed its first major telemarketing campaign for new subscription acquisition. Although we have used telemarketing every year for renewal promotion we had stayed away from that source for new business because until recently, there were not many lists on the market that allowed telemarketing, CIO included. When we decided to make our phone numbers available for rental this year that opened up a whole new list universe for us to use and the results were incredible. Our net response for qualified subs was 23.5% with a cost per order of $14, compared with our last direct mail campaign where our net response was 1.3% and our cost per order was $36.

— Carol Spach, SVP circulation, CXO Media

Postcard simplicity

Winders

About three years ago, Computerworld began getting a lot of pressure in the industry (mainly from eWeek) about the number of telemarketing request subscriptions we were reporting on our BPA statement. (The implication was that a telemarketing request was less valuable than a written or e-mail request, and while that's not true, some media planners bought into it.) Sometimes the best — and only — way to reach very busy business IT executives at large companies is via the phone. For some reason, answering our long questionnaire to qualify for a new subscription or to renew a subscription seems less daunting over the phone, or perhaps it is simply easier to ignore an e-mail or direct mail than it is to ignore a phone call. Either way, telemarketing has become an inexpensive and effective way to reach our audience. We always send a follow-up e-mail asking them to confirm the phone conversation. This confirmation e-mail provides a link bringing the reader to a landing page that records their answers which will later be supplied to BPA as part of the audit process. When the recipient responds to the e-mail, this allows us to report those subscriptions as electronic requests instead of telecommunication requests. About 25% of the folks respond to our e-mail on the new subscription campaigns and 36% respond from renewal efforts. My challenge was to figure out how to convert the balance of these phone requests to either written or electronic requests.

In addition to several follow-up email campaigns, I tried a simple double postcard. The outside said: "re: Your recent Computerworld free subscription application."The inside said: "Thank you for your recent Computerworld free subscription application...Would you please assist us by returning this postage paid postcard...Once we receive your response, your application will be processed immediately. Thank you." All the recipient had to do was check the yes box, sign and date the card and drop it in the mail. It was a tremendous success. Almost half sent back the card, and we were able to report many more written requests. We use this approach on telephone requalification campaigns and new name efforts.

— Deborah Winders, VP/Circulation, Computerworld

It's in the mail

Moore

During the past few years we relied more on e-mail and telemarketing as our primary methods of renewal notices. Response to direct mail efforts had declined, and costs were increasing. We decided to give postal another try and send the readers something they hadn't seen in a while:a letter in the mail. Selecting second- and third-year ComputerWorld Canada subscribers (controlled), who had already received a number of notices via e-mail, fax and telemarketing without success, we tested two formats:

Control piece: 8 ½-by-14 page, two-sided, less text and no graphics.There was a lot of white space on the page. **Variable**: 8 ½-by-14 page, two-sided, more text, graphics relating to each subscriber's industry segment, personalized and referencing topics of interest specific to each subscriber.

Results were very positive and quite surprising. We noted the overall response increased significantly to what the 'norm' response of direct mail renewal had been only a couple years prior. It appears readers are tired of, at least for now, the influx of notices in their inbox, and those pesky telemarketers.

It was most surprising to see that the variable piece, which we expected to pull a far higher response than the control piece, didn't. The moral seems to be: oversized paper and lots of white space, (easy to read). Don't bother explaining too much (they don't have time or can't be bothered to read much). Fast and simple. Overall response, second- and thrid-year subscribers combined: 20%.

— Doni Moore, circulation director, ITWorld Canada

> *"When we decided to make our phone numbers available for rental this year that opened up a whole new list universe for us to use and the results were incredible."*
>
> — Carol Spach, CXO Media

> *"Perhaps it is simply easier to ignore an e-mail or direct mail than it is to ignore a phone call. Either way, telemarketing has become an inexpensive and effective way to reach our audience. "*
>
> — Deborah Winders, Computerworld

> *"We noted the overall response increased significantly to what the 'norm' response of direct mail renewal had been only a couple years prior. It appears readers are tired of, at least for now, the influx of notices in their inbox, and those pesky telemarketers."*
>
> — Doni Moore, ITWorld Canada

noteworthy people

Promotions

Carroll

VP/Publisher of PC World Online and Macworld Online **Michael Carroll** is now SVP/group publisher of PC World and Mac Publishing. In addition to leading the print and online sales efforts at both media companies, he also oversees ad operations, marketing and research. "Michael has been a tireless sales leader over the years," said **Colin Crawford**, president and CEO of PC World and Mac Publishing. "I look forward to working closely with him and his entire team as we grow the PC World and Macworld brands, offering our clients integrated solutions." A 19-year IDG veteran, Carroll began his PC World career as an account manager. In 1999 he was named ad director for Consumer Advertising and Custom Publishing. During this time he launched non-endemic sales efforts bringing in automobile, electronics and financial advertising for the first time. In 2001 he became associate publisher for PC World Online and was promoted to VP/publisher, Online in 2005. Since 2005, under his direction, online ad revenue increased by more than 84%.

michael_carroll@pcworld.com

Zampitella

Macworld Associate Publisher **Paul Zampitella** moves up to publisher and will lead print sales efforts. "Paul's done a tremendous job at Macworld in a very short time," stated Michael Carroll, SVP/group publisher of PC World and Mac Publishing. "I look forward to working with him to build on Macworld's place in the Mac industry and further enhancing its print initiatives going forward." Zampitella started at Macworld in 2005 when he joined the company as Eastern online advertising manager; in 2006, he was promoted to associate publisher. Recently, Zampitella teamed up with IDG World Expo to create the Apple Developer Connection Go-To-Market Program, which provided low-cost exhibitor packages at the Macworld Conference & Expo for the Apple developer community. In his new role, Zampitella will work closely with Carroll to evolve Macworld's integrated sales structure.

paul_zampitella@macworld.com

Frydrychowicz

After serving as Computerworld Poland Deputy Editor-in-Chief for more than 10 years, **Krzysztof Frydrychowicz** has been promoted to editor-in-chief. "It is only natural for Krzysztof to get the top job," said IDG Poland General Manager **Kazimierz Szot.** "There is little coincidence in the fact that only six months ago he took on a mission of implementing an 'online first' strategy across our B2B portfolio. To counterbalance our attachment to print as a medium is real challenge, and I know he is up to the task. Krzysztof is a great guy, and I'm very happy to have him on our team."

"krzysztof_frydrychowicz@idg.com.pl

IDG Connect Senior Account Manager **David Baron** has been promoted to sales director. "David has done a fantastic job in doubling IDG Connect revenue from Q1 to Q2," said **Frank Cutitta**, IDG Connect general manager. "In his new role he will further expand our sales efforts through new internal sales talent and expanded channel partnerships. In addition to managing the sales team, he will be working closely with me to assure that IDG Connect is providing the cutting edge in lead-gen innovation for our clients."

david_baron@idg.com

Daryani

IDC Middle East/Africa Associate Analyst **Dhiraj Daryani** has been promoted to research analyst, Software. "Dhiraj came in with a lot of enthusiasm, and we had planned a staged training curriculum for him to get up to speed on the software market taxonomy," said Senior Analyst, Software, **Vinay Nair**. "Fortunately we landed a large consulting project that involved market sizing and competitor analysis from 14 countries in the Middle East and Africa. Unfortunately, we were not well staffed to handle this assignment, and Dhiraj had to forego his training process and dove right into the very complex consulting project. He learned the concepts very quickly, and was able to contribute as an equal member of the consulting team. He worked very late hours to meet the delivery and proved to have a very keen eye for detail and picked up on details even his superiors missed."

ddaryani@idc.com

New employees

Jimmy Chen is the new country manager of IDC Taiwan. With almost 20 years experience in the IT industry in Taiwan, Chen joins IDC after nine years with HP Taiwan, most recently in the role of division manager, Public Sector. Prior to his role with HP, he held positions at Compaq, Oracle, Control Data and Acer. He holds a B.A. and an M.A. in computer engineering from the National Chiao-Tung University in Taiwan. He is fluent in both Chinese and English and is an experienced presenter in either languages.

jimmychen@idc.com

IDC Taiwan has hired **Mark Chen** as an account executive; he was previously a system planner with Data System Consulting. He holds a B.A. in commerce and informatics from South Africa's University fo Pretoria and an M.A. in information systems from the National Cheng-Chi University in Taiwan. Outside the office he enjoys PC gaming, basketball, table tennis and snooker.

markchen@idc.com

Little

PETER SHORT

Gard Little is IDC Framingham's new program manager, Worldwide Services and Emerging Services Opportunities. He was previously a government services executive for the Bronner Group, LLC and worked with the City of Boston's CIO and Executive Steering Committee for Technology to develop an enterprise-wide eGovernment strategy. He holds a B.A. in cognitive science from Vassar College in Poughkeepsie, N.Y., and an MBA from Boston's Northeastern University. Outside the office he enjoys small-cap stock investing, exercising, searching for inexpensive but delicious wines and is "finally building a treehouse for my three kids to enjoy before they graduate from elementary school."

glittle@idc.com

All business units are welcome to send information about new employees, promotions, transfers, employee accomplishments and other news for this page to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Penny Winn *IDG World Update*

15

Christian Christiansen *IDC*

13

Denise Haines *IDC*

12

Naoyuki Sukai *IDG Japan*
Martina Reger-Voelzing *IDG Germany*
Lynn Wright *Digit*

11

Areski Daoud *IDC*

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Vincent Coppey *IDG Ventures*
Michelle Fuller *Computerworld*

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Henrik Almén *IDG Sweden*

8

Natasha Tan *IDC Singapore*
Jennifer Malkasian *IDG List Services*
Brian Wood *Network World*
Peter Short *IDC*

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James Motch *PC World*
Lisa Esseen *IDG Sweden*
Monika Seres *IDG Germany*

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Vanessa Bradnam *IDC U.K.*
David Parker *IDC*
Scott Ellison *IDC*

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Mitsuyuki Tachihara *IDC Japan*
Simon Boran *IDG Sweden*
Kevin Brodie *IDC*

4

Lisa Parker *IDG Global Solutions EMEA*
Emil Olsson *IDG Sweden*
Rune Gyldenlove *IDG Sweden*
Emilia Kax-Axelsson *IDG Sweden*

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Raymond Huo *IDC China*
Shirley Ba *IDC China*
Jacky Wan *IDC China*
Luciano Crippa *IDC Brazil*
Melissa Bambauer *IDC*

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Sue Krenek *PC World*
Marco Capelocci *IDG Brazil*
Carolina Hernando *IDG Spain*
Javier Pulido *IDG Spain*
Jerome Drevet *IDC France*
Brad Hughes *IDC Canada*

1

Mark Wood *IDC Australia*
Kyung-Mi Hwang *IDC Korea*
Wei-Chang Chung *IDC Taiwan*
Kathy Toffoloni *IDG*
Katherine Layng *Network World*
Christiane Stagge *IDG Germany*
Robert Meffan *IDC*
Daniel Shaw *PC Advisor*
Mark Hattersley *Macworld U.K.*
Roger Schlumpf *IDG Switzerland*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Near-instant gratification!

Why wait? IDG employees can receive IDG World Update as a PDF file via e-mail each Monday morning. To request this service, write to world_update@idg.com.

Looking for a back issue? Current and archived PDF files of issues dating back to November 2000 are also available for download in the World Update section of IDG Central (www.idgcentral.com).

Any questions? Please contact the editors at world_update@idg.com.

Boston-area employees invited to run in JPMorganChase Corporate Challenge

All employees in the Framingham and Boston area are invited to join colleagues from IDG, IDC and Industry Insights at this year's JPMorgan Chase Corporate Challenge in Boston on Thursday evening, June 28. Online registration for the 3.5-mile event will be available at http://www.jpmorganchasecc.com beginning April 30.

The JPMorgan Chase Corporate Challenge is open to full-time employees of all businesses and corporations in New England. You must enter as part of a corporate team, and each company must register a minimum of four employees, with no maximum. The entry fee is $25.00.

Some of last year's runners get ready to run.

Co-captains **Deborah Stark** and **Ron Moreau** have established a team — IDG, IDC, Industry Insights — that you are invited to join.

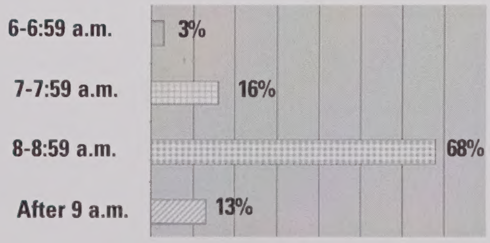
Last year, approximately 15 runners from IDG business units participated; Stark said she hopes to see that number grow this year. Walkers are also welcome. Event organizers are anticipating a capacity crowd of 12,000 participants and JPMorgan Chase will make a donation for each entry to the Boston Arts Festival.

Anyone with ideas for a t-shirt design (it must incorporate the JPMC logo) is invited to contact Stark. T-shirts will be available for an additional charge of $15 to $20.

More information is available at http://www.jpmorganchasecc.com/events.php?city_id=4 or contact Deb Stark at dstark@idc.com or Ron Moreau at ron_moreau@idg.com. WU

Question of the Week results for April 16

What time do you get to work?



Log on to www.idgcentral.com to vote on this week's question: Is there a need for a universal blogger's code of conduct?

celebrating 10!

Name
Albie Minkovitz

Home
Framingham, Mass.

Joined IDG Research Services
May 1996, as a Research Assistant.

Current title
Database Administrator for Competitive Analysis. I run reports for the IDG sales associates and the Executive Committee for both print advertising as well as online activity for advertisers, products, and publications.

Most challenging part of your job
Balancing the many varied requests from the sales staff along with the weekly and monthly requests for the Executive Committee.

Best part of your job
The great people at IDG Research.

Latest accomplishment
I taught myself music editing on my home computer.

Career highlight
Boviard Corporate STAR Award winner in 2002.

What's kept you at IDG for 10 years?
My great co-workers as well as the two great business unit leaders at IDG Research, [former President] Kathy Dinneen and [current VP, Research] Janet King.

Best way someone could compliment you on your work
A follow-up thank you for the quick turnaround on a request.

Interests outside the office
I have coached ice skating for both children and adults at a few local rinks in the area. This summer will be my third time coaching at a weeklong adult skating camp in Aspen, Col. I also started the first adult masters synchronized skating team in Massachusetts in the mid 1990's. This team medaled every year at the U.S. National Synchronized Skating Championships.

Family
I have two children: Amy, 28, and Michael, 25.

As a child, what did you want to be when you grew up?
I always wanted to be an elementary school teacher.

First job
I have been coaching ice skating part time since I graduated high school. After I was married, I started a small local weekly TV guide and then a direct-mail company with my ex-husband handling every part of the business from accounting to ad layout and design. At one time we had a staff of eight salespersons and publications in more than 40 towns in Massachusetts.

IDG Research Services' ***Albie Minkovitz*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner in honor of her 10 years of service to the company.*

Phobias
I am afraid of both heights and swimming. I only like water when it is frozen!

Favorite celebrity encounter
Olympic skater Scott Hamilton and Hall of Fame coach Frank Carroll at a professional skating conference in Las Vegas.

What others can't tell just by looking at me
I love football. I could watch football games all day long!

Retirement dreams?
Traveling to and living in different areas around the world for parts of the year.

Manager's profile
"Albie maintains IDG's advertising database resources, fulfilling requests for competitive information from IDG's sales teams, and producing regular reports to provide insight into advertising trends. Albie constantly impresses me with her ability to juggle many competing priorities while arming IDG's sales and management teams with up-to-date data on print and online advertising activity. It is a pleasure working with Albie, and I am proud to have her on our team."

— Janet King, VP, research, IDG Research Services

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Joe Mola *Computerworld*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG publishes more than 300 magazines and newspapers in 85 countries including *CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World*, and *PC World*. IDG's online network includes more than 450 Web sites. IDG's lead generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including LinuxWorld Conference & Expo, Macworld Conference & Expo, DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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IDG World Update

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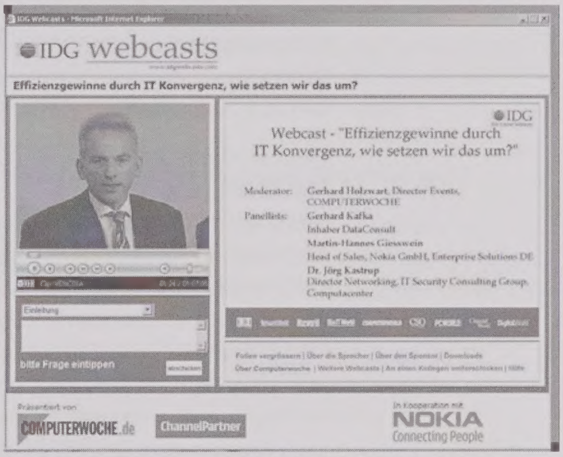
PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG Webcasts program delivers high-quality leads

IGS, business units collaborate to educate European clients and audience



Effizienzgewinne durch IT Konvergenz, wie setzen wir das um?

Webcast - "Effizienzgewinne durch IT Konvergenz, wie setzen wir das um?"

Moderator: Gerhard Holzwart, Director Events, COMPUTERWOCHE
Panellists: Gerhard Kafka
Inhaber DataConsult
Martin-Hannes Giesswein
Head of Sales, Nokia GmbH, Enterprise Solutions DE
Dr. Jörg Kastrup
Director Networking, IT Security Consulting Group, Computacenter

Folien vergrößern | Über die Sprecher | Über den Sponsor | Downloads
Über Computerwoche | Weitere Webcasts | An einen Kollegen weiterschicken | Hilfe

Computerwoche Director of Events ***Gerhard Holzwart*** *hosted a recent webcast with Nokia. IDG Germany's enterprise group will be involved in about 20 webcasts in FY07, some through the IGS program and others it produces independently.*

The IDG Webcasts program in Europe, which IDG Global Solutions (IGS) launched just over a year ago, has produced 23 webcasts for a growing list of satisfied customers that includes Nokia, Hitachi, BMC, APC and Borland. First-time clients IBM and HP recently signed on for webcasts in Germany and the U.K., and the IGS team is confident the program will expand with a continued focus on educating clients and the target audience about the benefits of webcasting.

IGS has produced nine audio webcasts and 14 video webcasts through its partnership with the webcast company On24; all have aired live and are available for a year on demand after the initial broadcast. Most webcasts run for one hour. The format usually consists of an introduction by an IDG editor from the host country, who also serves as moderator; three presentations by analysts, the sponsor and/or end users that are interspersed with polls, and a live Q&A session. Each webcast is conducted in the local language, with content and participants relevant to the local country. Audio webcasts are produced using regular phone lines so panelists can remain at their respective offices, while video webcasts are

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> *"These are exciting times as we grow the webcast program and start to create more customized rich media and lead-generation solutions."*
>
> *-- IGS Director/Client Services — Lisa Glover*

PC World Spain reaps rewards of professional focus

Return to original audience boosts advertiser participation and subscribers

Ten months ago, IDG Spain made a radical change to inject new life into its PC World title, which was languishing in the midst of a crowded, consumer-oriented market. The staff decided to return the publication to its roots and concentrate on readers ranging from small office/home office workers to IT decision makers of small- to medium-size companies that have significant IT purchasing power. (See IDG World Update, Sept. 25, 2006).

That repositioning, along with a new name, design and sections, is continuing to pay big dividends for PC World. "Print advertising in general is decreasing all around the world, but for PC World it is growing 20% more than last year," said PC World Spain Publisher **Juan Ramón Melara**. "The reason is simple: our customers need to show their advertisements to the professional market, and PCW is now the only PC magazine for this segment in Spain. Feedback from advertisers as well as readers has been very positive."

PC WORLD
Pantallas TFT
Analizamos todas las posibilidades de la nueva generación

PC World Spain has a circulation of 70,000.

All the marketing campaigns that began with the revamped PC World have been renewed over the past few months. Among the advertisers: HP, Fujitsu-Siemens Computers, Cisco Systems, Lenovo, McAfee, IBM, Konica Minolta and D-Link.

While the former PC World typically had fewer than 200 pages in recent years, most of the issues since the June 2006 relaunch have been between 200 and 232 pages. Most have included eight- to 16-page technology

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Inside this issue

Style Rules! feature joins Writing Workshop lineup *page 2*

CW, IW, PCW take home online honors from min *page 2*

One on one: Computerworld VP/Editor-in-chief Don Tennant *page 3*

Caption contest winners *page 8*

newsworthy

in brief

Style Rules! column joins IDG Central's Writing Workshop lineup

Starting this month, IDG Central's Writing Workshop section includes a new column, Style Rules!, by IDG News Service Managing Editor **Nancy Weil**. Style Rules! joins The Troubles We've Seen, a four-times-a-week grammar tips column authored by PC World Senior Copy Editor **Steven Gray** and his now-retired colleague, Barbara Lewis.

Weil periodically circulates a Style Rules! memo to all News Service staff pointing out grammar or usage errors she or other staff members have noticed in newswire copy and common mistakes that turn up elsewhere as well. She'll share excerpts with IDG Central readers every four to six weeks. Here's a sample:

Weil

Launches
When a company *launches* a product or a service or a space vehicle, we can assume from the fact of the launch that it is official, therefore there is never a need to use the words "officially launched." Whenever a product or a service or whatever has been previously spoken of publicly but has not yet been launched, there is no need to make a distinction between the vaporware stage and the launch.

Redundancy alert
When referring to a product launch, it's redundant to say "unveiled a new laptop" or "debuted a new HDTV." If something is being "unveiled" or "debuted" it can safely be assumed it is new and if not entirely new then it should be clear in the writing it's a new version or an update or whatever. So, it's sufficient to write, "unveiled a laptop" or "debuted an HDTV."

Presently does not mean currently
Honestly, it does not. "Presently" means soon or at some future point. "Currently" means now.

Amount versus number
Use *amount* when referring to mass nouns, or quantities measured in bulk, use *number* when writing about something that can be counted.

Likewise, use *fewer* for things that can be counted individually and *less* for quantity. Thus the common grocery store sign indicating lanes for those with *eight items or less* is wrong.

For more, go to the Writing Workshop section on IDG Central. If you need a password, request one online at http://www.idgcentral.com. WU

CW, IW, PCW take home online honors from min

Computerworld.com is the proud winner of two "Best of the Web" awards, presented by Media Industry Newsletter (min) earlier this month at a luncheon ceremony in New York during its daylong Summit. The winners were saluted by nearly 500 media executives who gathered to discuss strategies for leveraging their magazine brands online and are profiled in the annual min Best of the Web Awards issue, which is available at http://www.minonline.com/mds/finalists2007.html.

In addition, Computerworld.com VP and General Manager **Martha Connors** was among the industry leaders invited to lead panel discussions during the Summit. Connors' panel focused on online content strategy and how to grow an online business.

Security Channel Editor **Angela Gunn**'s e-voting special report earned one of two top honors in the Special Online Coverage category.

Gunn

"In its election year coverage of electronic voting, Computerworld jumped the chasm between the mysterious world of information technology and the rest of us," noted the statement explaining why the online package was selected for the honor. "The site put the unique resources and detailed knowledge of a trade publication at the service of the general public."

Other Computerworld staff who helped contribute to the project include: **Sharon Machlis**, **Val Potter**, **Ken Mingis**, **Marian Prokop**, **Dawn Petersen**, **Wayne Yii**, **Michele DeFilippo**, **Bob Rawson** and others on the copy desk, and **Marc Songini**. To view the e-voting package, visit http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=9004591).

On the advertising side, Computerworld.com's "turnkey zones" won in the Microsite/Customized Web site category.

According to min, "Computerworld.com's turnkey zones are deep microsites that give advertising partners a home within the magazine's brand. Computerworld.com can build out a fully realized microsite of white papers, case studies, webcasts and product sheets in less than a week. For clients, the sites deliver qualified leads and breakdowns of audience composition. The program gives guarantees for lead generation and regularly overdelivers."

InfoWorld.com VP and General Manager **Virginia Hines** earned an honorable mention in the Publisher/Content category while two features, InfoWorld's Gripeline and PC World's Techlog also picked up honorable mention awards. WU

Coming up

Directions
May 4
The Westin Hotel
Sydney, Australia
http://www.idg.com.au

Tech Tour: Network & Application Accereration
May 8
Sheraton Philadelphia City Center
Philadelphia
http://www.networkworld.com

Tech Tour: Network & Application Accereration
May 10
Crowne Plaza Altanta-Ravinia
Atlanta
http:/www.networkworld.com

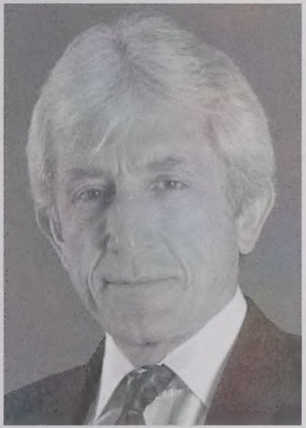
InfoWorld SOA Executive Forum East
May 15-16
Roosevelt Hotel
New York City
http://www.SOAExecForum.com

RoboBusiness Conference & Expo
May 15-16
Boston
http://www.roboevent.com

For a larger listing, see the Events section of IDG Central.

one on one the interview

Don Tennant
The vice president and editor-in-chief of Computerworld is this week's columnist. Reach him at don_tennant@computerworld.com.



"As print continues to decline as a revenue generator, we absolutely have to change our editorial focus in terms of rethinking how print fits into our new mission as a Web-centric company."

Q Recently, you took a major step toward integrating Computerworld's online and print editorial teams. Why?

A What we did was shift all 10 of our beat reporters into what is essentially an online news operation reporting up through **Scot Finnie**, our online editorial director. The reason is that although we have long had an "online-first" news focus, the news desk was still too tightly tied to the print news schedule and our print readership. There was still an underlying process that compelled the reporters to concentrate too much on what stories they would be pursuing for print in a given week, rather than concentrating on our much broader online readership and the "minutes count" daily news approach that's so essential to online. Now, News Editor **Craig Stedman** and Assistant News Editor **Mike Bucken**, who are responsible for print news, have joined the online news editors to form a truly cohesive online news desk that also reports up through Scot. Scot in turn reports to me in his capacity as head of the news desk, and to Online General Manager **Martha Connors** for overall online content strategy.

Q How have the jobs of your news reporters and editors changed as a result of this shift?

A In the past, the news reporters and editors thought of themselves as serving a core readership of senior IT managers in large companies — the traditional print audience — and I think it's fair to say they saw everything else they did as peripheral to that. Now, the news reporters have been unleashed to cover stories that are geared to the far broader online audience — the whole gamut of IT professionals who may or may not be in management, plus business types who are demonstrating an increasingly strong interest in and proclivity toward technology and technology-related issues. All of that changes the jobs of the news reporters and editors in that what drives them each day is delivering news to this much broader audience, with a much greater sense of immediacy than ever before.

Q With such a strong online focus, how do you continue to accommodate your print readers?

A Our print readers have long told us that one of the things they value most is our news coverage, and our heritage is that of a newsweekly, so abandoning news in print was never an option. What we're doing, though, is evolving our news coverage with much more of a news-analysis focus. This has necessarily been somewhat of a gradual process, and it really meshes beautifully with our upcoming change to magazine size. In the new design, there won't be a news section like we have now. Rather, toward the front we'll have a news digest, at least one news feature that would typically delve into the hot story of the week, a signature Q&A with a high-profile individual that we're calling "The Grill," and maybe a couple other bits and pieces. So rather than having a news section produced by the news desk, the idea is to make our news coverage a collaborative effort with contributions from the likes of Features Editor **Kathy Melymuka** and the national correspondents (our features writers) who previously had a very limited presence in print news.

Q How have your responsibilities changed?

A My responsibility for the strong online performance of our news operation is much more explicit now than it ever was before. The fact is, our news desk is a relatively expensive resource, and that resource had been underperforming in terms of delivering the page views we need to continue our phenomenal growth online. That's certainly not the fault of the reporters, who in my view are the best in the business. It's just that we didn't have the proper focus and the proper processes in place to be able to tap their online talent. The mandate given to me by our CEO **Matt Sweeney** is to change that. So, my responsibilities are more evenly balanced between online, print and events now.

Q Do you track page views for individual stories online?

A Maybe "fixate on" is more accurate than "track." Seriously, we recognize that page views are an extremely important metric in the online economic model, and we monitor that metric very closely. A fundamental part of the shift of the beat reporters to online was revamping the beats themselves so that the reporters could cover areas that would enable them to pursue stories that would do well online — that is, stories that would generate the greatest number of page views. That really isn't the cold, anything-for-a-buck metric that it might first appear to be. When you think about it, it's a near-real-time readership survey that gives us continuous feedback on what stories readers want to see from us. The news reporters and editors all receive a daily dashboard that shows page view numbers by news story and by individual reporter. While page view numbers are one metric that we use to assess the performance of our reporters, we're much more interested in the total number of page views the reporters deliver as a team than in the totals for each

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IDG Webcasts

continued from page 1

The IDG Webcasts business model

- A centralized resource across Europe for all webcast activity.
- A consistent approach in relation to format and pricing.
- Leads come through IDG Global Solutions or local countries. Marketing materials are available to drive initial interest.
- The IGS Webcast program provides expertise to agencies/clients interested in the IDG webcast solution.
- IGS oversees the sales process, including proposal creation.
- Project management is carried out centrally, including microsite development and all production services and preparation of marketing materials.
- Local countries are responsible for providing an editor to moderate the event and co-branded traffic drivers.

filmed at one of On24's European studios or at the recently launched studio at the IDG offices in Germany. Topics have included IT and business issues such as security, mobility and converged communications or technical subjects such as service-oriented architecture. Costs for clients range from approximately 20,000 to 25,000 euros (US$27,294 to $34,117) for an audio program up to 40,000 euros ($54,587) for video. IDG offices in Germany, the U.K., Spain, Italy and the Netherlands have participated to date.

IGS Director/Client Services **Lisa Glover** expects that the program will get close to its US$1 million revenue target for 2007. She said the participating countries are making a profit on the webcasts — some more so than others — and there is a very high margin for the audio webcasts because they don't require the TV production capabilities that are necessary for live video webcasts.

As clients learn more about the power of webcasting, Glover said, they become aware of how to maximize the webcast by adding components such as post-event discussions, podcasts, face-to-face meetings and online partner zones. For example, once a webcast has become an on-demand product, its additional products could include-an executive summary of the key findings, a written Q&A of the live discussion and answers to questions that either weren't asked due to time constraints or were submitted after the program aired.

Because the webcast concept is relatively new in Europe, IGS has found that clients can often be flexible. APC, for instance, recently bought a program with a very high lead guarantee, Glover said, but accepted a package of online ads for those countries that under-delivered lead quantities because overall they were pleased with the brand exposure they received through the webcasts.

In addition to educating client and audience, Glover said the other area that IDG's European units need to focus on is improving their databases. "Most registrations come after an editor has sent someone an e-mail personally inviting them to the webcast, so it's essential that we have effective, targeted e-mail communication," she said. "Not only do we need current e-mail addresses but an accurate assessment of the customer's preferences and topics that are most relevant to them," she said. Database development was one of the main themes at the IDG European Online Meeting in Munich earlier this month, which featured presentations by Glover and by IDG International Publishing Services' VP/IT **Morris Effron**, who is spearheading a pan-European customer database project linked to IDG Connect, the U.S. customer database initiative.

IDG
Global Solutions

JOANNE TILSON

*IGS Director/Client Services **Lisa Glover** pioneered the IDG Webcasts program last year. Webcast Program Delivery Manager **Paul O'Malley** is the day-to-day liaison.*

While Glover pioneered the IDG Webcasts program and is still considered the IGS webcast specialist, today more IGS EMEA employees are involved with the program. Webcast Program Delivery Manager **Paul O'Malley** is the day-to-day liaison who works with the IDG country offices and handles client support. The people in charge of the agency teams — Director, International Sales **Shane Hannam**, Associate Director/International Sales **Christina Carstensen** and Associate Director **Neil Michael** as well as Senior Sales Manager **Helen Palmer** on the Client Services team — all pitch webcasts to their agencies/clients, which often book pan-European programs.

Local business units that wish to sell webcasts on their own can use the IDG Webcasts team as a resource for assistance with any aspect of the program, such as project management, for a small fee.

The IGS team can also assist clients that want to make their own webcasts available to an IDG audience. IGS will sell traffic drivers (online ads, e-newsletters, etc.) to those companies that will direct readers to their webcasts, which can be hosted on an IDG site's vendor content area. Those webcasts, however, would not include the participation of IDG editors.

"These are exciting times as we grow the webcast program and start to create more customized rich media and lead-generation solutions," Glover said, Areas IGS is starting to promote to EMEA clients include podcasts, audio white papers, in-banner video, community zones and live virtual exhibitions.

Contact lisa_glover@idg.com or go to http://www.idgwebcasts.com.

For more information on the differences between the webcast market in Europe compared with the U.S., see this article on IDG Central.

IDG

Current Jobs, Week of April 30, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	IS	IT Systems Administrator	Framingham MA	Julie Lynch	jlynch@computerworld.com	508-820-8162
CXO Media						
	Edit	Senior Fact Checker	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Online	Web Producer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	Framingham MA, Paramus NJ	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	Chicago IL	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Associate	Framigham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
IDG						
	HR	HR Coordinator	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Communications						
	Business Dev	Director, Business Development	Open	Piper Sheer	piper_sheer@idg.com	508-935-4791
	General	Business Analyst	San Francisco CA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Corporate Sales						
	Sales	Account Coordinator	San Francisco CA	Beth Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Corporate Services Group						
	IS	IT QA Analyst	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
IDG Entertainment						
	Intern	Video Production Intern	San Francisco CA	W. Chan	wchan@gamepro.com	415-974-7347
	Online	Associate Web Producer	San Francisco CA	L.Hess	jobs@gamepro.com	415-978-3185
	Sales	Account Manger	New York NY		salesjobs@gamepro.com	
InfoWorld						
	Mktg	Database Marketing Specialist	San Francisco CA	Job Opportunities	jobopps@idg.com	
International Publishing Services						
	Intern	Public Relations Intern	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Mac Publishing						
	Edit	Senior Copy Editor	San Francisco CA	Job Opportunities	jobopps@idg.com	
Network World						
	Online	VP Online Development and Custom Media	Southborough, MA	Eric Cormier	careers@nww.com	508-490-6454
	Online	Senior Designer & Information Architect	Southborough, MA	Eric Cormier	careers@nww.com	508-490-6454
PC World						
	Marketing	Email Marketing Manager	San Francisco CA	PCW Jobs	jobopps@pcworld.com	
	Production	Production Coordinator	San Francisco CA	Nancy Jonathans	nancy_jonathans@pcworld.com	415-267-1716
	Tech	Sr. Applications Developer	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Tech	Web Applications Developer	San Francisco CA	Job Opportunities	jobopps@idg.com	
IDC						
	Consulting	Consulting Manager, Infrastructure Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Product Manager	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Intern, Enterprise Computing Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Manager, Investment Research Service	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Program Manager, WW Tracker Program	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Intern, Industry Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Research VP, Enterprise Storage	Framingham MA, San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Application Outsourcing Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, BPO Services: Market Opportunities by Key Business Processes	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Business Voice Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Learning Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Network and Service Management	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Sales	Account Executive - Consulting Sales, Sector East Accounts	Framingham,, MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Sales	Account Executive - Industry East Coast Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Director, US Regional Account Manager, Enterprise Major Account	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative, Enterprise Financial Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sales Representative - Sector Major Accounts	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
IDC- Canada						
	Research	Sr. Research Analyst	Toronto Canada	Jim Klepper	jklepper@idc.com	508-935-4143
IDC- Financial Insights						
	Research	Intern, Financial Insights	Framingham MA	Stephanie McCullum	smccallum@idc.com	508-935-4056
IDC- Government Insights						
	Research	Research Analyst, Government Insights	Falls Church VA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive	Falls Church VA	Leah Barton	lbarton@idc.com	508-935-4336
IDC- Manufacturing Insights						
		Program Director, Supply Chain Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG

April 30, 2007

Intern, Financial Insights (FI)

Financial Insights, an IDC company, provides industry business leaders with informed opinions on the technologies required to create a competitive advantage. Our research covers topics of strategic importance to banks, insurance companies, asset management firms, securities brokerages, and diversified financial institutions globally. Financial Insights has a database administrator/research internship opportunity that will provide a motivated student with practical, "real-world" experience and a chance to learn more about the opportunities within a market research firm. The internship is part-time (25 - 30 hours/week). Hours are flexible. We anticipate that the project will require a minimum 6-8 weeks to complete. (Please note: there is flexibility in the hours and schedule.) Financial Insights has a partnership with a leading industry publication, American Banker, which ranks the top 100 financial services providers to the financial sector on an annual basis. This is a very high profile project within the industry and within Financial Insights. The project work results in a publishable database that Financial Insights uses to support additional research efforts and offers for sale to clients. This extensive database contains the top 400+ technology providers and specialty financial services vendors in the industry with factual information about their products, their size and focus. Analysis is required to determine which companies generate the most revenues from the financial services industry. Commentary and final verification is provided by Financial Insights analysts. The intern will help with development and administration of the online survey tool, will provide front-line support to respondents who require additional information, and will work with Financial Insights analysts to develop a new database in which to store the results. The intern will assist with analyzing the results and working with our world-wide team of analysts to review submissions. Clients use our research to guide their internal investment decisions, help them plan for future technology needs, benchmark against competitors, and stay current on solution offerings. We provide customers an open dialogue with our expert analysts to support key investment decisions. Qualifications: undergraduate business degree candidate or recent graduate, strong computer skills and ability to adapt to and learn new software and web-based systems; must be proficient with Microsoft Excel and Access and working knowledge of Lotus Notes preferred. Strong editorial and telephone skills ideal, excellent oral and written communication skills as well as interpersonal skills, strong attention to detail and ability to multi-task while maintaining quality and must be a team player able to work in a fast paced environment. To apply, please submit resume to idc_jobs@idc.com and reference "Financial Insights Intern" in your subject line. ***Location: Framingham MA***

Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Research Analyst, Government Insights (GI)

Government Insights, an IDC company, is responsible for conducting market research and developing research-base advisory and consulting services for the government market and the technology vendors addressing the public sector industry. We are currently seeking a research analyst to conduct primary research that addresses the processes utilized by government officials for the selection, management, and evaluation of technology to perform the missions and mandates of government organizations. The analyst will be responsible for the development and maintenance of a client compendium that includes client profiles and related business intelligence, a benchmarking database, and will be required to work closely with all analysts in Government Insights to develop quantitative-based research. The individual will be required to conduct primary research with various levels of government organization and technology officials, and technology vendors serving the government. Experience in technology policy analysis, enterprise architecture, investment portfolio optimization, strategic partnering, measuring technology value, and program compliance preferred. The analyst will develop and field surveys to identify best practices, relevant case studies, and evolving trends for government technology decision management and metrics at both the enterprise level and specific to lines of businesses. The desired individual will have an undergraduate degree with 2-3 years working experience, preferably in government or government related industry. Additionally, the following skills and attributes are desired: strong quantitative skills (experience developing forecasts and working with primary research), development and maintenance of databases, creation and fielding of surveys, strong interviewing skills, especially with top IT management, strong project management skills, strong vendor management skills, solid analysis and writing skills, strong collaboration skills, comfort working in a fast-paced, ever changing environment, and creative problem solving. A bachelor's degree is required and an MBA is preferred. This position is based in the Washington DC/Northern Virginia area. ***Location: Falls Church VA***

Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Research Intern, Industry Insights (IDC)

IDC's Industry Insights provide industry business leaders with informed opinions on the technologies required to create a competitive advantage. Our research covers topics of strategic importance to manufacturers, financial services institutions, healthcare payers and providers, life sciences companies, utilities, oil and gas players, and government organizations. Clients use our research to guide their internal investment decisions, help them plan for future technology needs, benchmark against competitors, and stay current on solution offerings. We provide customers an open dialogue with our expert analysts to support key investment decisions. IDC's Industry Insights has a research internship opportunity that will provide a motivated student with practical, "real-world" experience and a chance to learn more about the opportunities within a market research firm. The research internship is part-time (25 - 30 hours/week). Hours are flexible. (Please note: there is flexibility in the hours and schedule.) Potential projects include: working with analysts to complete survey based research, assisting with vendor market share surveys and analysis, scheduling and conducting detailed phone interviews with IT vendors, developing charts and graphs for publication with the research staff, researching 10-Ks and other publicly available information for industry specific data, literature searches for industry specific information and data, and assistance with other projects on an as-needed basis. Skills & Qualifications: motivated, detail oriented, proactive, collaborative, analytical, creative, and curious, ability to work independently as well as collaborate, understanding of 10-Ks, annual reports, online research, ability to develop relationships with other analysts, clients and prospects, knowledge of / experience with conducting primary research a plus, and ability to clearly communicate in a professional manner. Technical skills: Word, Excel, PowerPoint. Database skills a plus. To apply, please submit resume to idc_jobs@idc.com and reference "Industry Insights Intern" in your subject line. ***Location: Framingham MA***

Contact: S. McCallum, Fax: 508-935-4432, Phone: 508-935-4056, Email: idc_jobs@idc.com

Video Production Intern (IDGE)

The video department is always very busy and always working on something fun and exciting. We are looking for an intern to assist the editor/producer as well work on smaller projects of their own. Prospective candidates should come from a video production background with an aptitude for learning and knowledge of the post-production process. Good communication, attention to detail, and organizational skills are also essential. Ideal candidates also need to follow instructions well, can work both independently or collaboratively, and can bring fresh ideas to the table. The job is 75% post-production and 25% online or production-related. There is zero busywork/xeroxing/making coffee. You are to be an important part of a team. That said, it is very important that you are responsible, dedicated, and hardworking. The days and times of the internship are somewhat flexible, but must total 15-19 hours a week. This is a paid internship for students enrolled in a university only. Candidates must be versed in all of the following: Final Cut Pro and basic Photoshop, camera techniques for shooting dv video, Video Games. You know them. You play them. Bonus points: savvy in AfterEffects, Motion, and/or LiveType, file conversions and encoding, knowledgeable about streaming video, active in online communities, creative and funny. Besides a resume and cover letter, all candidates must also include a demo reel (or links to one on the web) that includes information about the specific role you played in the footage submitted, I.E. Assistant Editor, Graphic design, directing, cinematography, etc. We are looking for someone to start ASAP and stay on through the fall semester. ***Location: San Francisco CA***

Contact: W. Chan, Phone: (415) 974-7347, Email: wchan@gamepro.com

PC World Spain

continued from page 1

supplements sponsored by companies such as Intel, Cisco, Fujitsu Siemens Computers and Telefónica. Another type of supplement is targeted to newsstands and subscribers of specific geographic regions, as the regional governments play an important role in IT investment, and those supplements cover local companies, case studies and IT events.

PC World's Web site is also off to a good start with an average of 20,000 professional readers, a numbers that is "quite high for the Spanish professional IT market," said Online Manager **Manuel Pastor**.

DANIEL DE BLAS

*The PC World Spain team includes (back, l-r): **Ángeles Rodríguez**, assistant; **Javier Presa**, layout designer; **Anne Rechain**, international support; **Oscar G. Peinado**, lab analyst; **Lorena Martín**, sales; **Encarna González**, editor; **Miguel Ángel Gómez**, subdirector; **Daniel Comino**, lab manager. (Front, l-r): **Elena Cisneros**, sales; **Arantxa Herranz**, editor-in-chief; **Pablo Oliveira y Silva**, editor; **Alfonso Casas**, lab analyst and **Juan Ramón Melara**, publisher.*

The news and security sections of the site draw the most traffic, and a new e-mail newsletter sent Monday through Friday has 13,000 subscribers.

The site recently hosted its first partner zone (and the fourth so far for IDG Spain) with SonicWALL, which generated more than 300 leads for its satisfied customer. The partner zone included four white papers provided by SonicWALL that readers could download and a quick poll. Those who completed the survey were entered into a drawing to win one of three 42-inch plasma TVs. PC World and the rest of IDG Spain's Web sites were chosen for a recent Fujitsu Siemens ad campaign, and the IDG Spain sites collectively registered a better click rate response than the three other competitors that were also part of the campaign.

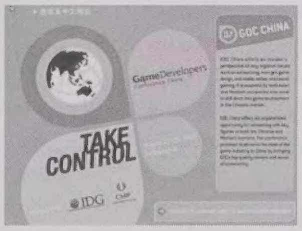
With a circulation of about 70,000, PCW Spain is sold on the newsstand and has almost 35,000 subscribers, with a growing percentage of those converting to paid subscriptions. According to the Spanish magazine auditing company OJD, 55% of PC World readers are IT managers and 26% are CEOs. Melara said the quantity of subscribers is a significant accomplishment, as the publication started its subscription program from scratch last June, sending out 25,000 free copies to individuals whose names were obtained through mailing lists of IDG Spain's titles. Melara is optimistic about how his team can use the information gleaned from the qualification forms to create complementary activities, including events, and use the subscribers as a resource to improve the magazine and Web site.

"We're very happy that PC World has not only accomplished its goals in just a few months — it has exceeded them," Melara said. "We have decreased our expenses by 37% in one year, and our profit is growing 222% after G&A expenses."

Write to jrmelara@idg.es.

IDG World Expo China plans games conference in Shanghai

IDG is teaming up with CMP Technology to produce China's first Game Developers Conference (GDC). The event, which will feature content programmed by an advisory board consisting of Chinese developers who share a commitment to promote and support their country's game industry, will take place Aug. 27-29 in Shanghai.



Based on CMP Game Group's U.S. Game Developers Conference, the 20th iteration of which took place March 5 at San Francisco's Moscone Center (http://www.gdconf.com/), GDC China will feature locally relevant sessions and unique learning and networking opportunities for the Chinese market and for those looking for a vertical reach into that market.

"A Game Developers Conference in China is long overdue," said **Hugo Shong**, president and CEO of IDG Asia. "At long last there will be an opportunity for Asian and Western game makers to discover everything that the Chinese game market has to offer."

For more information, visit http;//www.gdcchina.cn or contact Jason Wen, marketing manager, IDG World Expo China, at jason_wen@idg.com.cn.

noteworthy people

New employees

Young-Wook Kim joins IDC Korea' Communications group as a market analyst; he was previously a consultant with Comtec Systems. He holds a B.S. in mathematics from Korea's Chung-Ang University and enjoys rollerblading in his spare time. *ywkim@idc.com*

Hatcher

PETER SHORT

Previously a senior marketing research analyst with BJ's Wholesale Club's research division, **Eric Hatcher** joins IDC Framingham as a senior research analyst, ROI, and will conduct ROI analysis and develop reports for a variety of clients. He earned a B.S. in psychology from Radford University in Radford, Va., and an M.A. in industrial/organizational psychology at Western Kentucky University in Bowling Green. He enjoys taking trips around New England and watching the Boston Red Sox. *ehatcher@idc.com*

Dennison

LYNN HOLMLUND

CXO Media has hired **Adam Dennison** as national sales director, Custom Solutions Group. He previously worked as a Northeast and Midwest account director for CRN, part of CMP Technology. A graduate of Syracuse (N.Y.) University, he holds a B.A. in international relations. In his off hours he enjoys spending time with his wife and new daughter, running and "watching way too much sports on TV." *adennison@cxo.com*

Stephen Gao joins IDC China as a senior analyst, responsible for cross-product vertical industry research covering manufacturing, healthcare and telecommunications. Previously in project management with General Electric Co., he has also been a global customer service specialist with the telecom firm ZTE Corp. He holds a B.A. in information engineering from Beijing University of Post and Telecommunications and an M.A. in Internet computing from the University of London's Queen Mary College. *sgao@idc.com*

IDG India has hired **Kanika Goswami** as a Bangalore-based special correspondent for CIO magazine. She was previously in charge of editorial content for the five magazines published by Electronics For You. She holds a postgraduate degree in mathematical economics from Central University in Hyderabad, India, and enjoys food, writing and painting. *kanika_goswami@idgindia.com*

Levy

PETER SHORT

Patrick Levy is IDC Framingham's new program manager in charge of consulting and IT consulting markets, coming from Infinitive LLC where he was director of consulting. He holds a diplôme from the Institut d'Etudes Politiques in Aix-en-Provence, France, and an M.B.A. from the Darden Business School at the University of Virginia in Charlottesville, Va. *plevy@idc.com*

Matras

PETER SHORT

IDC Framingham has hired **Kathryn Matras** as a research analyst for its Worldwide Hardcopy Peripherals Tracker program. She comes from MassMutual Financial Group where she was a quantitative specialist, reporting and analyzing quarterly liability cash-flow-based information. She holds a B.A. in mathematics and economics from Westfield (Mass.) State College and an M.B.A. from the University of Massachusetts/Amherst. Away from the office she enjoys supporting the New England Revolution soccer team, scrapbooking and working on her new house. *kmatras@idc.com*

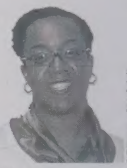
Integrated Account Coordinator **Whitney Tavis** comes to Network World's New Jersey sales office from her role as a sales associate with Talbots. She earned a B.A. in communications from Quinnipiac University in Hamden, Conn., and enjoys painting, traveling and snowboarding. *wtavis@nww.com*

Sae-iao

Marketing Executive **Sasithorn Sae-iao** comes to IDC Thailand from American Power Conversion Corp. Thailand where she worked events and seminar management and media relations. She holds a B.A. in communication arts with an emphasis in advertising from Bangkok University and enjoys the gym, movies and spending time with friends. *sasithorn@idc.com*

Previously a sales assistant with Katz Media Group, **Nickole Patti** joins IDG Entertainment's New York sales office as a sales coordinator. A graduate of St. Johns University in New York, she holds a B.A. in marketing and enjoys spending time with family and friends, reading and exercising. *npatti@idg-entertainment.com*

IDC China has hired **Jason Chen** as a market analyst for X86 server research. He was previously marketing and sales manager with Lantro Systems (Hong Kong) Technology Co. and senior consultant for Prient (USA) Corp. He holds a B.A. in international economy and trade from the University of International Business and Economics in Beijing and enjoys music, movies and badminton. *jasonchen@idc.com*


Ramsay

PETER SHORT

Akia Ramsay is IDC Framingham's new research analyst, Hardcopy Peripherals Tracker. She was previously a performance analyst for Atlantic Trust and Wealth Management Co. where she audited portfolio performance returns and assisted in financial software conversion. She holds a B.S. in business economics from Southern University in Baton Rouge, Louisiana and an M.A. in economics from Georgia State University in Atlanta. Her thesis research "Prison Labor Effects on Labor Economics," which concluded that increasing capitalization of prison labor would affect labor market efficiency, wages and unemployment in the long run, was recently approved by the Economics Department at Georgia State University. In her free time she enjoys music, art, reading and cooking. *aramsay@idc.com*

Returning employees

Once an InfoWorld staff writer covering the security beat, **Brian Fonseca** returns to IDG as a senior writer on Computerworld's storage beat. He was previously a marketing communications manager with IBM SOA Appliances, Websphere marketing. He holds a B.A. in communications from the University of Massachusetts/Amherst. A Boston sports nut, away from his desk he also enjoys hiking and reading and "finally taught [his] Boston terrier to roll over." *brian_fonseca@computerworld.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Marc Guillaumot *IDG France*
Diane LaLumiere *IDC*

18

Basilio Rodriguez *IDG Spain*

17

Patrice Desmedt *IDG France*
Ruggero Vota *Nuov@Periodici Italia*

16

Agnes Hejjas *IDG Hungary*
Nilde Meregalli *Nuov@Periodici Italia*

15

Kira Pointer *IDC Australia*
Rosa Guerinoni *Nuov@Periodici Italia*
York von Heimburg *IDG Germany*

14

Malgorzata Brudniak *IDG Poland*

13

Ana Segura *IDG Spain*

12

Jeroen den Haan *IDG Netherlands*
Karen Smalarz *IDG*
Urs Flückiger *IDG Switzerland*
Klaus Krabbe *IDG Denmark*

11

Georges Pretat *IDG France*
Adam Jadczak *IDG Poland*
Cornelia Neft *IDG Germany*

10

Pär Rittsel *IDG Sweden*
Jacek Dudzinski *IDG Poland*
Robert Amatruda *IDC*

9

Ulrike Jonsson *IDG Sweden*
Paul Rooney *IDC Australia*

8

Claire El Guehoudi-Labrousse *IDG France*
Teréz Berényi *IDG Hungary*
Jim Nagle *IDC*
Francesco Pignatelli *Nuov@Periodici Italia*
Veronica Trotto *Network World*

7

Mae Lee *IDC Singapore*
Dagmar Schuetze *IDG Germany*
Anne Marie Abissegue *IDC France*
Rob Hailstone *IDC U.K.*
Akira Honma *IDG Japan*
Masatoshi Ono *IDG Japan*
Atsuo Yamamoto *IDG Japan*
Daniela Braun *IDG Brazil*

6

Tomas Gilså *IDG Sweden*
Woody Swarte *IDG Netherlands*
Uwe Miethe *IDG Germany*

5

Sue-Lin Lim *IDC Malaysia*
Elaine Chia *IDC Singapore*

4

Per Torberger *IDG Sweden*
John Blau *IDG News Service*
Eniko Vass *IDG Hungary*
Stephen Elliot *IDC*
Linda Grier *IDC U.K.*

3

Patrick Gustavsson *IDG Sweden*
Thomas Nauckhoff *IDG Sweden*
Mitsuyoshi Nishimura *IDC Japan*
Stephen Loynd *IDC*
Bettina Schwarz *IDG Germany*
Rene Heuser *IDG Germany*
Daniel Filho *IDG Brazil*

2

Attila Farkas *IDC Hungary*
Christina Richmond *IDC*
Steven Clough *IDC*

1

Maarten de Kwaadsteniet *IDG Netherlands*
Akiko Kawakami *IDC Japan*
Marina Beale *IDC Australia*
Raj Dalal *IDC Singapore*
Aishwarya Kapoor *IDC Thailand*
Mikael Lindholm *IDG Denmark*
Ole Meilandt Bygholm *IDG Denmark*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continued from page 3

individual. We recognize that the playing field isn't level in terms of absolute page view numbers. Some beats, like security and Microsoft, naturally do better online that others, such as network management and business intelligence.

Q **How has the editorial focus of the print edition of Computerworld changed during your tenure?**

A The editorial focus of the print edition hasn't changed in the sense of who the target reader is. In print, we continue to write for senior IT managers in large companies. As "The Voice of IT Management," we write from the perspective of those readers; we serve as reader advocates, and we provide information that helps them make decisions as enterprise IT leaders. But as print continues to decline as a revenue generator, we absolutely have to change our editorial focus in terms of rethinking how print fits into our new mission as a Web-centric company. It's essential that we integrate the Computerworld.com brand into print by consistently pointing print readers to our Web site. Traditionally, our print readers haven't been inclined to pick up on those pointers, and I think that's largely because they were getting everything they need in print and really didn't have to go online. But as print folios and resources shrink, it will be increasingly difficult to deliver everything our readers need via print, and I expect they'll find that they need to alter their reading habits to include online in order to get the information they need to do their jobs. So it's up to us to make it worth their effort to go online by providing compelling print pointers and online content.

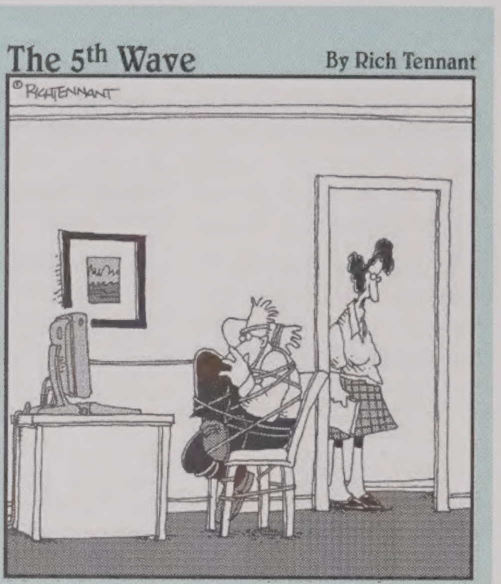
Q **With most IDG sites now embracing content provided by both readers and advertisers in addition to that generated by their own journalists, has that affected the traditional relationships between journalists and vendors?**

A Our online content strategy has a business-development component to it, so topic areas of coverage map largely to the topics that advertisers want to support. Our online Channels, which we used to call Knowledge Centers (Security, Storage, Networking, Servers, etc.) exist because those are the topic areas that draw advertisers. This is different from the print model, in that specific areas of coverage are determined solely on the basis of reader demand, not advertiser demand. What doesn't change, whether in print or online, is the absolute separation of church and state when it comes to the content of the stories produced by our journalists. Vendors have no say or sway whatsoever in what our journalists write in print or online. WU

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Andy White** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, Downloaded. The honorable mention winners below will receive IDG World Update sport safes.



"If I catch you on that bondage site one more time, I'm taking the computer away!"
Andrew White *IT World Canada*

Honorable mentions

"I see you've installed the parental controls."
Jane Jordan *IDG*

"I told you to switch to wireless. Maybe next time you will listen!"
Salvador Guillen *PC World Central Services*

"Jim, it looks like the Internet monitoring software that I just installed is working."
Rich Green *IDG List Services*

"Is this what you had in mind when you said you were going to build a better mouse trap?"
Jerry Weltsch *IDC*

"Guess that new anti-porn security software I installed really works!"
Lewis Ward *IDC*

"So why don't you answer my e-mails?"
Barbara Irvine *IDC*

"Dear, you've got to install that phishing filter one of these days."
Christoffer Gullestrup *IDC Nordic/Denmark*

Rich Tennant's original caption

"How's it going? You got a handle on that lasso function yet?"

Job opening: IDG U.K. seeks deputy editor for Techworld

Fancy working in London for the U.K.'s hottest tech title? Techworld, IDG's fast-growing online technology and product publication is looking for a deputy editor. Applicants will, ideally, have at least three years experience on an IT publication, an excellent knowledge of technology and some experience of writing for the Web. Candidates would be expected to contribute to Techworld's news pages, write regular blogs and features and stand in for the editor when required. The office is based in central London and we'll even promise some days when it won't rain.

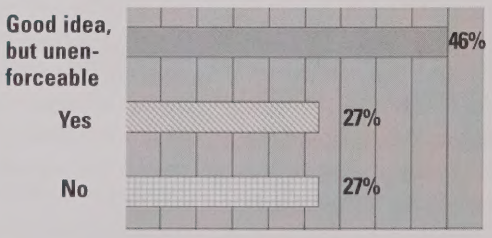
For further details about duties, salary and contracts contact the editor, Max Cooter, at +44 20 7071 3639 or write to max@techworld.com.

Near-instant gratification!

Why wait? IDG employees can receive IDG World Update as a PDF file via e-mail each Monday morning. To request this service, write to world_update@idg.com. Any questions? Please contact the editors at world_update@idg.com.

Question of the Week results for April 23

Allegedly threatening blog posts caused well-known blogger Kathy Sierra to cancel a recent speaking engagement. The controversy triggered a discussion on the need for a blogger's code of conduct. Is such a code of conduct necessary?



Log on to www.idgcentral.com to vote on this week's question: Which outdoor adventure is most appealing?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Karen Ren *IDG China*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, "Entertainment for All™ Expo" (E for All™), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

IDG World Update

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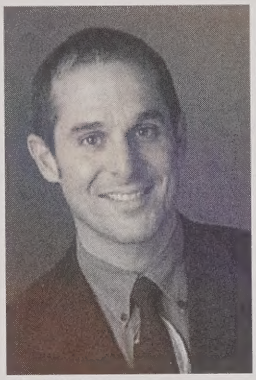
WWW.IDGCENTRAL.COM

Future-State CIO project supports CIO's changing role

New assessment tool evaluates core competencies of executive leadership

Launched three years ago to advance the interests, skills and influence of its nearly 500 CIO members, CXO Media's CIO Executive Council has as one of its primary goals the ability to understand, quantify and support the skill set necessary for its members to be successful in both today's business environment and tomorrow's. Inherent in that effort, noted CIO Executive Council Founding General Manager **Mark Hall**, is the need to understand the evolving role of the CIO and the ability to identify the new competencies that will be required for these professionals to succeed.



Mark Hall

Last year, the Council began a program to explore what the future role of the CIO will look like after Hall discovered in conversation with various Council members that some had already seen the scope and focus of their roles broadening. "Over the course of the past nine to 12 months, a number of CIOs I have spoken with have described their roles as evolving from overseeing an organization's computing systems to enable business operations to a more strategic role helping to identify ways to grow the business," Hall said. "Since technology is infused in nearly every part today's businesses — sales, marketing, manufacturing, finance, supply chain, etc. — CIOs have a unique end-to-end view of the business and its competitive assets. The best CIOs are able to leverage this end-to-end view and recognize opportunities that are helping to drive competitive advantage

> *"A number of CIOs I have spoken with have described their roles as evolving from overseeing an organization's computing systems to a more strategic role helping to identify ways to grow the business."*

continued on page 4

Innovation Forum outlines plans to boost Italy's economy

Twenty major companies and 15 media outlets support second annual event

Duplicating the success of last year's debut, IDC Italy held its second Innovation Forum in Rome March 27-28.

The event brought together high-level representatives from business, government and academia to identify specific market opportunities and the innovative solutions and approaches that the ICT (information and communications technology) industry can employ that will help reinvigorate the Italian economy.

Innovation Forum 2007
Roma, 27-28 marzo
Registrati ora
Registrazione gratuita

More than 1,700 people registered from end-user companies, local and national government agencies, ICT companies, universities, associations, high-tech clusters, incubators and technology parks, financial institutions and media companies.

The Forum is part of multifaceted project called the Forum for Digital Innovation that began in 2005. Promoted by IDC in cooperation with the major Italian IT companies, the project aims to develop concrete initiatives and clear guidelines for investing in technological innovation.

During the two-day event, IDC Italy presented the second edition of an exclusive report that assessed the digital innovation systems in all of Italy's regions and in several vertical markets such as tourism. The study also includes a classification of the Italian "innovators galaxy" (univerisities, technologies centers, etc.) taken from many different sources. More than 70 speakers were

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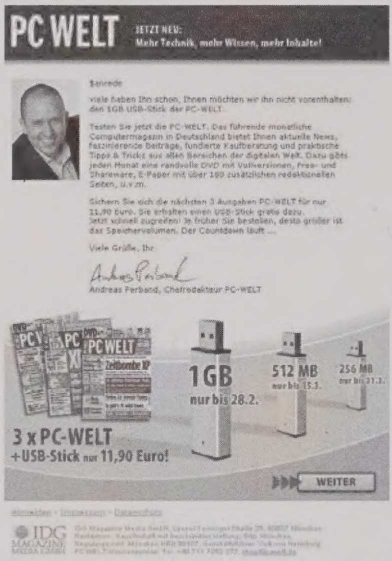
in brief newsworthy

PC-Welt readers respond to memory stick circulation promotion

Earlier this year, PC-Welt ran a subscription promotion that gave free USB memory sticks to new subscribers. If that wasn't worm enough for early birds, the sooner people responded the more memory they received. It was the most successful subscription campaign since PC-Welt launched in 1983, according to **Josef Kreitmair**, PC-Welt director of circulation.

Using blow-in cards in the February issue (which hit newsstands in early January), banner ads on the PC-Welt site and an e-mail campaign to 100,000 names in the magazine's database, PC-Welt offered a trial subscription of three issues for 11.90 euros (US$16) as well as a USB stick. Subscribers who enrolled by mid-January got a 1-GB stick, those who signed up in the following two weeks got 512 MB of memory and any new subscribers after that got a 256-MB stick. The flash storage devices were not provided by a sponsor but bought by PC-Welt for about 7 euros [$9.50] per 1-GB device.



PC WELT JETZT NEU: Mehr Technik, mehr Wissen, mehr Inhalte!

$anrede

viele haben ihn schon, Ihnen möchten wir ihn nicht vorenthalten: den 1GB USB-Stick der PC-WELT.

Testen Sie jetzt die PC-WELT. Das führende monatliche Computermagazin in Deutschland bietet Ihnen aktuelle News, faszinierende Beiträge, fundierte Kaufberatung und praktische Tipps & Tricks aus allen Bereichen der digitalen Welt. Dazu gibts jeden Monat eine randvolle DVD mit Vollversionen, Free- und Shareware, E-Paper mit über 100 zusätzlichen redaktionellen Seiten, u.v.m.

Sichern Sie sich die nächsten 3 Ausgaben PC-WELT für nur 11,90 Euro. Sie erhalten einen USB-Stick gratis dazu. Jetzt schnell zugreifen! Je früher Sie bestellen, desto größer ist das Speichervolumen. Der Countdown läuft ...

Viele Grüße, Ihr

Andreas Perband

Andreas Perband, Chefredakteur PC-WELT

An e-mail offer from PC-Welt Editor-in-chief ***Andreas Perband*** *went to previous subscribers who had let their subscriptions lapse and other target audiences.*

The promotion brought in 12,000 new "mini-subscribers" and helped push circulation revenues for the month 17% over target, said **Matthias Weber**, circulation marketing manager of IDG Germany. Most subscribers signed on in the first two weeks to get the 1-GB device, he said. In February PC-Welt reran the promotion in its March issue, again offering the three devices in two-week timeframes. Subscribers can cancel their new subscription after the three issues are received or sign on for a full year's subscription for 50.90 euros ($70).

Weber said he had no figures on the conversion rate from "mini-subscribers" to full subscribers, as most are still in the "mini" phase. "I calculated the promotion with a conversion rate of 30%," he said. "If we reach this, we will have a return of investment within a year."

Weber said he had seen promotions from German news or women's magazine that offer a current subscriber cash if that subscriber can enroll a new reader. "Once I saw a magazine that offered more money the earlier a new subscriber signed on. So the basic idea was not mine, I only changed the money to flash storage," he said.

"The USB stick is a perfect gift for our target group," Weber added. "Everybody needs USB sticks, and 1 GB is more than the memory of a CD-ROM." PC-Welt had tried other subscription incentives, such as sweepstakes and free issues, but Weber said premium offers perform best. "The value of the USB stick is indeed a little higher than what we've offered before — computer mice, webcams, headsets and USB sticks with less memory," he said. "To equalize this, we raised the price of the offer from 9.90 euros to 11.90."

Weber also said that using all of PC-Welt's available promotional channels – print, online and e-mail – contributed to the promotion's success. An e-mail offer from PC-Welt Editor-in-chief **Andreas Perband** (see center graphic) went to previous subscribers who had let their subscriptions lapse, as well as those who had bought something from PC-Welt's online store or entered one of the magazine's sweepstakes. New subscribers could subscribe by mail, online or telephone.

Continuing the campaign, in April PC-Welt offered a 2-GB stick for a three-month subscription and collected 6,000 new readers. Weber said he is considering offering a high-performance flash device for a summer subscription promotion gift.

For more information contact Matthias Weber at mweber@idgmagazine.de. WU

Full March publication profit margin report available on IDG Central

Each month, IDG's wholly owned publications in seven of the company's global product lines are ranked in descending order of profit margin. Below is the partial list for March.

CW/IW publications
1. Computerworld Czech
2. Czech Business World
3. Computerwoche (Germany)
4. Computerworld Poland
5. Computer Sweden

PC World publications
1. PC World U.S.
2. PC World Espana (Spain)
3. PC Tipp (Switzerland)
4. PC Advisor (U.K.)
5. PC World Poland

Macworld publications
1. Macworld U.K.
2. Macworld U.S.
3. Macworld Espana (Spain)
4. MacWorld (Sweden)
5. Macwelt (Germany)

Networking publications
1. Networld (Poland)
2. Network World (Japan)
3. Natverk & Kommunikation (Sweden)
4. Nettverk & Kommunikation (Norway)
5. Network World U.S.

Reseller publications
1. Australian Reseller News
2. IT-Bransjen (Norway)
3. IT-Branschen (Sweden)
4. Computer Partner (Germany)
5. Dealer World (Spain)

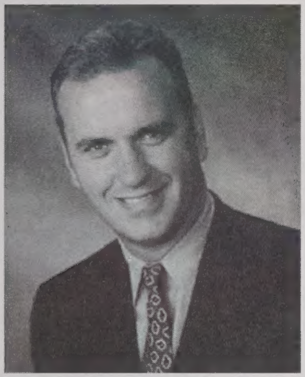
Games publications
1. GameStar Germany)
2. GamePro (Germany)
3. GameStar China
4. GameStar (Hungary)
5. Australian GamePro

CIO publications
1. CIO Australia
2. CIO Japan
3. CIO France
4. China CEOCIO
5. CIO U.S.

To request a login for IDG Central, use the link on the home page at www.idgcentral.com.

one on one the interview

Chris Fell
The vice president/managing director of IDC South Pacific is this week's guest columnist. Reach him at cfell@idc.com.



Originally from the U.K., Chris Fell has served in his current role since 1998. His IDC career began in 1996 in IDC's Framingham headquarters as a research director for a number of worldwide programs, most notably IDC's market-sizing bible, The Black Book. Before joining IDC he was based in London and was responsible for Dataquest's European Consulting Business, after starting his research career as a PC analyst.

IDC Australia, IDC New Zealand at-a-glance

Established 1978 Australia, 1991 New Zealand

Number of employees Australia, 45 New Zealand, 11

Events per year 14 conferences and 24 InTEP workshop-style events.

Web sites
http://www.idc.com.au
http://www.idcresearch.co.nz

Q What is IDC's status among IT market research firms in the region?

A The Australian and New Zealand markets are often quoted as suffering from "the tyranny of distance" and despite technology doing a pretty good job in shrinking our globe, this still hold true. Thus our very strong local analyst, consulting and marketing presence is a vital component of the value proposition to our clients. Long may it remain!

From an Asia-Pacific region-wide perspective we are clearly in the leading position, having invested intelligently in the AP region for many years. Nonetheless the stellar growth of a number of country markets in the region is attracting some notable competitors. The competitive environment continues to get more challenging.

In the ANZ market, our competition is rebounding quite strongly after almost retreating completely from our shores in the technology bust of 2001. Gartner is a notable exception to this rule, with much of their Asia-Pacific capability based in Sydney.

Q Can you provide a general overview of the IT markets in Australia and New Zealand? Which sectors will grow most in the next five years?

A The Australian and New Zealand markets can be best characterized as developed and mature. Both markets are well penetrated and Australia in particular has a large sophisticated IT Services sector, driven primarily by multi-billion dollar "whole of government" [cross-department or cross-agency] outsourcing contracts in the 1990s. Growth rates for the industry as a whole are modest with a compounded growth rate of 3.7% for the next five years, consistent with a market at this state of maturity. This anemic growth rate does disguise some notable market dynamics.

The hardware market is struggling to maintain margin as prices continue to plummet, with growth rates struggling to reach positive territory. Recent healthy unit growth, spiked by the hardware refresh cycle, has run out of steam. The recent availability of multi-core processors and the release of the Microsoft Windows Vista operating system and Office 2007 will only be a modest growth factor. The major story is the rise of mobile computing, both in form factor and the availability of high-speed mobile networks based on HSDPA technology allowing the workforce to be connected to the corporate network from virtually anywhere. We expect major disruption in these markets.

The software industry is still in the process of fully integrating the widespread availability of the Internet into its overall architecture. In reality, very few companies have been really successful in rolling out "software as a service." ANZ's adoption is still limited by available bandwidth (see question below). In the meantime, the software market continues to grow at a very healthy pace, close to a CAGR of 10% for the next five years, mostly driven by the rollout of traditional applications such as Enterprise Resource Management, Customer Relationship Management and Supply Chain Management, especially targeting the SMB market in the coming years.

The very large services industry will grow at a slower rate, moving away from single large outsourcing deals to more targeted selective sourcing contracts. Systems integration activities will depend essentially on hardware and software rollouts.

Q I've read that Australia has been slow to adopt broadband, even in the business environment, and lags behind many other major market nations. Is this true?

A This is true and is a great source of concern for many or us in the ICT industry. In mid-2006 the latest Organization for Economic Cooperation and Development (OECD) report rated Australia as 17th out of the 30 OECD countries in terms of broadband penetration, but was second to Denmark in terms of growth from the same period the year prior. We hope this indicates a reversal of this trend and we may start to close the gap on the top half of the developed countries.

Historically speaking the Australian broadband environment has been difficult for both consumers and competitive local exchange carriers (CLECs, i.e., companies that provide broadband services). Consumers have been frustrated with the lack of competition, lack of capacity and high costs. Regulation and government ownership of the incumbent are the primary reasons why this is the case. It would seem, however, that there is now light at the end of the tunnel for both consumers and CLECs now that the regulator has agreed to lower monthly line sharing services costs and the government no longer has majority ownership of the incumbent. Australia still has many broadband issues to resolve before we can compare ourselves to the leading OECD nations. While many nations are considering their fiber to the home (FTTH) strategy, Australia is still in preliminary discussions on its fiber to the node (FTTN) strategy.

continued on page 7

WSJ article helped generate buzz around evolving CIO role

As a result of outreach to the general business press by CXO Media Director of External Relations **Karen Fogerty**, The Wall Street Journal ran an article featuring CIO Executive Council members Tom Shelman of Northrop Grumman Corp., Marc West of H&R Block International and Louis Ehrlich of Chevron Corp. The article, "CIO Jobs Morph From Tech Support Into Strategy," ran on the front page of the Marketplace section on Feb. 20, and focused on the evolving role of the CIO from technology overseer to technology-informed business strategist.

"The computing systems they [CIOs] manage have long been seen as an essential resource but also an operating cost to be controlled. Now, technology is increasingly being recognized as a vital tool in corporate strategy — and CIOs are helping to wield it," the article noted.

To read The Wall Street Journal article, go to: http://online.wsj.com/public/article/SB117193647410313201-fqJsAOxwVGj1oj_OngdVIS_bjVI_20070322.html?mod=tff_article.

Tool measures nine areas of executive leadership

Developed in partnership with leading international executive search firm Egon Zehnder International, the CIO Executive Council's online skills assessment tool allows Council members to measure their skills in nine key areas of executive leadership. These include: people development, team leadership, change leadership, external customer focus, results orientation, market knowledge, commercial orientation, strategic orientation and collaboration and influencing.

Future-State CIO

continued from page 1

for their companies."

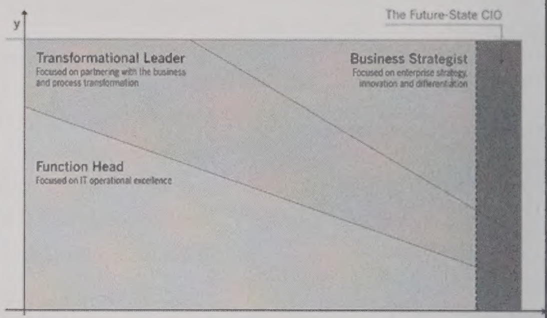
Spearheaded by two Council members, Louis Ehrlich of Chevron Corp. and Marc West of H&R Block International, the Future-State CIO project aims to describe and benchmark the emerging role of the CIO as a business strategist. On May 9, the Council will roll out to members an online 360-degree executive assessment tool, developed in conjunction with international executive search and talent appraisal firm Egon Zehnder.

This assessment tool will allow its members to score themselves in nine core competencies of executive leadership (see sidebar). In addition, the assessment tool contains sections for the CIO's peers, direct reports and CEO to complete. The results of the online assessment are benchmarked against data Egon Zehnder has collected in more than 25,000 in-person executive assessments.

A second Future-State CIO tool and scoring mechanism is a business readiness index, developed in consultation with approximately 15 Council members and reviewed by several CEOs. This tool will give Council members an idea as to how ready their organizations are to accept them in the role of business strategists.

Hall said the entire assessment will require approximately four hours to complete, including response times for the CIOs, their peers and direct reports. He said he anticipates that the majority of Council members will have completed assessments by the end of summer.

Future-State CIO Model


y
The Future-State CIO
Transformational Leader
Focused on partnering with the business and process transformation
Business Strategist
Focused on enterprise strategy, innovation and differentiation
Function Head
Focused on IT operational excellence

The Future-State CIO model looks at the allocation of a CIOs time and energy against three distinct roles: functional head, transformational leader, and business strategist. The goal of the program is to move the CIO to allocate more time as a transformational leader and business strategist, and less time running IT as the "head of IT."

Members' scores will be plotted on the Future-State CIO model so they can have a visual representation of where they rate in relation to their organization's expectations (see graphic). The Future-State CIO model looks at the allocation of a CIOs time and energy against three distinct roles: functional head, transformational leader, and business strategist. The goal of the program is to move the CIO to allocate more time as a transformational leader and business strategist, and less time running IT as the "head of IT." Members will then receive recommendations about programs and tools they can use to improve their scores and develop skills in areas where deficits exist. The CIO Executive Council will capture all of the scores to begin building its own set of benchmarking data and to track improvements over the course of the program.

The Future-State CIO program and assessment tool was formally introduced at the CIO Leadership Conference last week (April 29-May1) in Huntington Beach, Calif. On May 9, Council members Erhlich and West will lead a worldwide conference call for Executive Council members introducing the program and answering questions. Immediately following that call, the assessment tool will be live on the Council's Web site.

For more information, contact Mark Hall at mhall@cxo.com.

Fee-based Pathways program aims to develop new CIO talent

To help develop business and leadership skills among the direct reports of today's CIO Executive Council members, the Council will launch its newly developed Leadership Advancement Pathways program on June 1.

A companion to the CIO Executive Council Future-State CIO program, Pathways is a year-long fee-based program open to enterprise IT professionals (those who report to the CIO) wanting to augment their technical and managerial skill sets with business leadership competencies that will prepare them for a strategic leadership role. Similar to the Future-State CIO program, Pathways will offer members assessment tools, as well as a series of Web conferences led by Council members and access to an extensive online knowledge center containing tips and resources to help members improve in the nine executive competency areas.

Adds CIO Executive Council Founding General Manager **Mark Hall**, "This program is another mechanism for the CIO Executive Council to help advance the profession by helping those next in line to the CIO improve their leadership capabilities and become better prepared to serve as leaders and business strategists when the time comes."

For more information, contact **Shaw Lively**, managing director of Program Services, at slively@cxo.com, tel: +508-935-4068.

IDG

May 7, 2007

Office Services Coordinator (CSV)

IDG Central Services seeks a dependable, service-oriented individual to provide full-time mailroom services and office support functions for IDG Companies. The Office Services Coordinator will be responsible for sorting and distributing mail, express courier packages and interoffice mail; processing in and outgoing mail and packages using various computerized systems; assisting with conference room set ups; managing off-site record storage; providing relief reception; and performing other duties as assigned. The ideal candidate will be detail oriented, punctual, flexible, organized, and possess strong communication skills. Requirements include: a high school diploma or equivalency certificate, ability to lift 50 pounds and basic computer proficiency in email, MS Word, and the internet.

Location: San Francisco CA

Email: jobopps@idg.com

Marketing Manager

Computerworld is seeking a Marketing Manager to be our "go to" person for organizing, building and presenting fast and powerful marketing messages. The ideal candidate will have a flair for knowing where to find relevant and impactful information, communicating complex information clearly and with purpose, and being seen as an invaluable resource to colleagues for helping them develop influential communication pieces. Contributing directly to Computerworld's marketing success, major responsibilities will include helping to create strategic sell sheets, brochures, online selling tools, and other sales materials for the online, events and integrated sales teams. This position will also drive, and oversee all direct mail and email campaigns to Computerworld clients and potential clients, and work closely with Computerworld's PR firm on external communications. Additional responsibilities include planning and executing on events for clients, maintaining the marketing budget, and playing a key role in the maintenance and usability of a salesforce-based customer management and document management system. Experience in and/or a deep understanding of how the media selling/buying process works in online, print and in face-to-face events - particularly in the technology media space - is essential. Qualified candidates will have 5-7 years of marketing experience, preferably in media or advertising; related education; and the ability to travel on occasion.

Location: Framingham MA

Contact: J. Lynch, Fax: 508-879-3760 Phone: 508-820-8162 Email: jobs@computerworld.com

Inside Sales Representative (PCW/MAC)

PC World/Macworld has an exciting opportunity for a highly motivated inside sales professional, who will focus on developing new business opportunities for PC World and Macworld's suite of Web sites. The ideal candidate will be an aggressive prospector and account manager with 3 or more years of experience in inside sales. Candidates must successfully manage an existing client base while pursuing new business and must have a proven track record of closing accounts. This position requires making numerous phone calls per day with documented call reports. We are looking for motivated self-starters with high energy and high drive who are looking to make their mark in media sales.

Location: Framingham MA

Email: jobopps@idg.com

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Location: San Francisco CA

Email: jobopps@idg.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Vice President, Event Development (WEC)

IDG World Expo is expanding its portfolio of events and has created a senior level position to support this growth. As a member of WEC's Executive Staff, the Vice President of Event Development will be responsible for reviewing new events and proposals, managing the process by which these concepts are prioritized for commercial potential and researching the new event markets. Additionally, the VP, Event Development will assist the WEC team with market positioning and strategic planning for all WEC brands and events. The successful candidate will have significant trade event experience with expertise in new business development. This position reports directly to the CEO of IDG World Expo. Candidates should have significant experience in the events business, proven management, business development, and strategic planning skills, and the ability to promote growth and development in a fast-paced business. ***Location: Framingham MA***

Contact: S. Scogland, Fax: 508-988-7972 Email: HRSD_Recruiter@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Innovation Forum

continued from page 1

on the agenda, including eight from IDC and seven from countries other than Italy. IDC's Energy Insights company — making its debut at an Italian event — led a session that analyzed digital innovation in the renewable energy sector.

"Companies that can restructure themselves, integrate themselves into the global supply chains and quickly innovate their products by adopting digital technologies can compete in a sustainable way at the international level," said IDC EMEA and Worldwide Conferences President **Roberto Masiero**.

Twenty major international IT companies, among them Adobe, Cisco, HP, IBM, Microsoft and Oracle, supported the event. Fifteen media outlets signed on as media partners.

The Forum gained significantly more visibility this year, with IDC representatives, sponsors, keynote speakers and government ministers granting 79 interviews (compared with 53 in 2006) before, during and after the event.

During the next few months, IDC Italy analysts will expand their ICT Innovation Systems study to cover additional vertical segments. A third Innovation Forum is slated for March or April 2008.

Contact IDC Italy Conference Group Senior Marketing Communication Specialist Claudia Corradi at ccorradi@idc.com.

Those who had a role in the Innovation Forum included (top): ***Gabriella Cattaneo****, director, Expertise Center Competitiveness & Innovation Policies & Strategies, IDC EMEA;* ***Alessandra Mosconi****, assistant to the president, IDC EMEA/IDC Italy;* ***Paola Ferrari****, senior conference specialist, IDC Italy;* ***Roberto Masiero****, president, IDC EMEA & Worldwide Conferences; Silvia Masiero;* ***Tiziana Parisio****, senior conference specialist, IDC Italy;* ***Ezio Viola****, group vice president & general manager IDC Southern Europe and Vertical Markets & Insights, IDC; Derrick de Kerckhove, director, McLuhan Program in Culture & Technology and Professor, Department of French, University of Toronto;* ***Guido Pagnini****, IT research director, IDC Italy;* ***Alessia Massari****, conference director, Group Strategy & Planning, IDC Italy, Gianfranco Mazzone, director, Technology Communication, Burson-Marsteller Italy;* ***Claudia Corradi****, senior marketing communication specialist, IDC Italy;* ***Massimiliano Claps****, program manager EMEA, Health Industry Insights. (Bottom, from IDC Italy):* ***Katia Schiavi****, conference specialist;* ***Massimo Folicaldi****, publishing editor;* ***Massimo Gizzi****, publishing manager.*

Second Life attendees listen in

VIRTUALITALIANPARKS

The virtual conference room in Second Life was shown on a monitor in the lobby area of the Innovation Forum in Rome.

IDC Italy's Innovation Forum also took place within Second Life (SL), the first time an IDC division had experimented with the virtual online world.

About 30 people in that online community could attend the conference in real time. The main speaking sessions were broadcast into SL and the SL attendees, via their avatars, sat virtually in a digital reproduction of the hotel where the event took place and listened to the presentations.

The SL portion of the program was made possible by Virtual Italian Parks, a company focused on Second Life services, that is supported by the University of Rome Tor Vergata.

New event promotions

IDC Italy tried several new approaches to promoting the Innovation Forum. Among them:

- A video was inserted into e-mails promoting the event. It featured excerpts from a TV interview with IDC EMEA & Worldwide Conferences President **Roberto Masiero**, photos from last year's Forum and new slogans about the event. (View the video by going to the link with this article on IDG Central.)
- People who registered received SMS reminders on their cell phones.
- A dedicated portal (http://www.innovation-fourm.net) included information and materials about the Forum, the IDC ICT Innovation Systems study and workshops held before the Forum aimed at presenting IDC's vertical markets research. The site helped create a community of innovators who could interact with each other through the site's blog.
- A press conference, held on the first day of the event and chaired by Masiero, with senior executives of the main sponsor companies that served as the Forum's official launch. As with European Commission press conferences, it concluded with a photo of all the advisory board representatives.

noteworthy people

New employees

Georgiyevskaya

Kathy Georgiyevskaya is the new integrated media coordinator at Network World's New Jersey sales office. She was most recently an administrative assistant with the Hispanic Scholarship Fund in New York. She holds a B.A. from Baruch College at the City University of New York in marketing management with a minor in psychology. Away from the office, she enjoys wine tasting, cooking, traveling and mountain hiking; she recently hiked Mt. Mitchell in North Carolina, the highest mountain on the U.S. East Coast. *kgeorgiy@nww.com*

IDG WORLD UPDATE

Eustice

Previously a sales associate at Nordstrom, **Shannon Eustice** joins IDG Entertainment as a sales coordinator. She earned a B.A. in Spanish from the University of Arizona and enjoys travel, swimming and water sports and spending time with family and friends. *seustice@idg-entertainment.com*

IDG WORLD UPDATE

Karr

CXO Media has hired **Erika Karr** as online regional sales manager, West, for CIO.com and CSO Online. She was previously a senior sales manager with Vibrant Media handling online advertising for outside sales to gaming and entertainment clients. She earned a B.A. in communications/mass media from California State University/San Bernardino and enjoys outdoor sports, wine tasting, live music and her dog. *ekarr@cxo.com*

Kamath

Sudhir Kamath joins IDG India as vice president, sales. He was previously assistant vice president in the education and technology services division of Infrastructure Leasing and Financial Services Ltd. (IL&FS). He holds a B.S. and a diploma in marketing management from St. Josephs Arts and Science College in Bangalore, India, and has also studied business at Wolsey Hall, Oxford University, U.K. Outside the office he enjoys going to wildlife reserves and is "quite addicted" to snooker. While at IL&FS he brokered a program with UNICEF to provide quality education to 800 schools in district of Karnataka in southwestern India, which he said "has the potential to expand to other parts of India and touch the lives of at least a million children from the lower economic strata." *sudhir_kamath@idgindia.com*

Transfers

Gutierrez

Network World Client Services Manager **Stephanie Gutierrez** has moved to a new role as West Coast online account executive with InfoWorld. During her term at Network World as an online account manager she was named Salesperson of the Year in 2001 for largest territory expansion and also won a Team Selling award in 2002. She holds a B.A. in business management from Marymount University in Arlington, Va., is a former emergency medical technician and enjoys training bird dogs, hiking and cooking. *stephanie_gutierrez@infoworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

IDC recognizes top U.S. sales performers with Top Gun Awards

IDC honored those U.S. sales representatives who have consistently performed at the highest levels of achievement at the fifth annual Top Gun Dinner on April 12 at Grill 23 & Bar in Boston.

Eligible sales employees earn Top Gun coins for a variety of significant achievements. The coins are displayed on personalized plaques given to the winners. After collecting 12 Top Gun coins — an achievement that can take two or more years — the winning employees are invited to the exclusive Top Gun dinner, which IDC President **Kirk Campbell** and several IDC senior vice presidents attend.

The Top Gun President's Club welcomed seven new members this year. **Pat Murphy** is a three-time winner, and **Kevin Capalbo**, **Kevin Dunne**, **Bill Ganci**, **Rob Weber**, and **Brad Thorpe** have each been named to the group twice.

ANNMARIE

*IDC's Top Gun sales representatives honored last month included (back row, L-R): **Ernie Lefebvre**, **Brad Thorpe**, **Bill Bernardi**, **Rob Weber**, **Bill Ganci**, **Freeman Bradley**. (Front, L-R): **Kevin Dunne**, **Judith Cantlin Ho**, **Stacy Simler**, **Brad Christenson**, **Kevin Capalbo**, **Pat Murphy** and **Mary Ann Daneke**.*

LAURIE HORN

*During the same week the Top Gun awards were distributed, IDC presented its quarterly sales awards. IDC SVP Worldwide Sales & Marketing **Donald Best** (center) announced that **Judith Cantlin Ho**, senior account executive and **José Rodriguez**, vice president, earned the Q1 and Q2 year-to-date Custom Sales Team Highest Dollars Over Plan Award (not pictured: Sr. Client Services Representative **Regina Walker**).*

A complete list of IDC U.S. sales champions from Q1 and Q2 is among this week's World Update articles on IDG Central.

WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Christian Mahler *IDG Germany*

19
Judy Schultz *Network World*

18
Brian Clarke *IDC*

16
Angelique Bizouarn *IDG France*
Sandrine He-Garcia *IDG France*
Mandie Johnson *Macworld U.K.*
Claus Egge *IDC U.K.*

15
Kimberly Brinson *PC World*
Nancy Jonathans *PC World*

14
Zdena Vratislavova *IDG Czech*

13
Nieves Santana *IDG Spain*

12
Tatiana Engurasoff *IDC*

11
Daniel de Blas *IDG Spain*

10
Rocco Bortone *Network World*

9
Joe Greene *IDC Canada*
Linda Nilsson *IDG Sweden*
Tanja van Bladeren *IDG Netherlands*

8
Amy Pietchel *InfoWorld*
Alan Stafford *PC World*

7
James Galbraith *Mac Publishing*
Jay Gumbiner *IDC Miami*
Mariusz Mierzejewski *IDG Poland*
Tom Schwieters *IDC Hungary*
Paul Honens *IDC*
Susan Feldman *IDC*
Santiago Carro *IDG Spain*
Fernando Munoz *IDG Spain*

6
Brian Klatt *IDC*
Takeya Tanno *IDG Japan*

5
Derek Butcher *InfoWorld*
Deb Thompson *Connell Communications*

4
Jinsong Tian *IDG China*
Laura Dwyer *Connell Communications*
Ladislav Piprek *IDG Czech*
Tracy Corbo Sasseville *IDC*
Wu Zhou *IDC*

3
Nan Fornal *Connell Communications*
Heather Guinard *Connell Communications*
Bach Ngo-Lavaud *IDG France*
Vinicius Tadeu Flores *IDC Brazil*
Susanne Fuetterer *IDG Germany*

2
Lee Baldwin *PC World*
Jean-Marc Annonier *IDC Australia*
Kinga Dawidowicz *IDG Poland*
Karen Massey *IDC*
Tateki Kawanabe *IDG Japan*
Andrea Contreras *IDG Brazil*

1
Johanna Billenman *IDG Sweden*
Elain Yi *IDC China*
Vivian Liu *IDC China*
Elizabeth Shunmugam *IDC Malaysia*
Andy Fong *IDC*
Adelaide Sibbald *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continued from page 3

Q What is the Information Technology Experience Program? Have other IDC offices adopted this?

A InTEP is a unique program to ANZ. It's been a marvelous success for us over many years. We have approximately 150 CIOs and other senior IT executives who gather six times a year over breakfast or dinner in four city "chapters." IDC presents and hosts the session, whilst one of the members presents a "warts and all" view on a current issue they are facing in their business. There is always a lively debate and Q&A session that follows. Some recent topics have been: extracting the benefits from VoIP, virtualization, benchmarking best practices and zero-touch desktop deployment and support, so it's a very varied program. A unique selling point is that the sessions are entirely vendor free (although selling sponsorship is very tempting at times!). To say that the debate over the varying capabilities of our much-loved IT vendors is "frank" would be an understatement! We encourage our analysts to sit in and listen to these discussions. It's a valuable counterpoint to the vendor briefings that regularly assault our analysts' ears and minds. InTEP also plays an important part in the influence IDC exerts on the end-user community which helps, in turn, with our value proposition to our vendor clients.

In the last two years we have launched InTEP Plus, a syndicated research add-on to the core membership. Almost half our membership has converted to the full program, which is encouraging. With our benchmarking business and five global Insights businesses we have an increasingly strong portfolio of products to offer IT executives.

Q What kinds of products and services are most in demand today from your customers?

A Our business is evolving quite rapidly. Whilst it is true to say that our core business remains, quite rightly, our syndicated research programs, we are seeing a great deal of interest in consulting services, our go-to-market services and our events business. The ANZ market, with the notable exception of the incumbent telcos, is predominantly occupied by sales operations for global technology vendors, so it stands to reason that services that help position themselves and their technology solutions in the market will be popular. Most company and product strategy decisions are made at headquarters.

Local technology markets in ANZ are mature, and this is driving demand for an ever-increasing depth of knowledge from our analysts. Vertical or industry sector knowledge is increasingly necessary. IDC's Insights research teams are proving to be an increasingly attractive proposition to our clients. Demand for research services addressing medium and small enterprises is also popular.

celebrating 10!

Name
Steve Fox

Home
San Francisco

Joined IDG
November 1990 as Managing Editor, PC World

Career path
Managing Editor, Senior Editor, Executive Editor, PC World; Editor-in-chief, The WEB Magazine (7/96); Editor, PC World (3/98); Editor-in-chief, PC World.com (7/99); three-year hiatus; Editor-in-chief, InfoWorld (3/03)

Current title
Editor-in-chief, InfoWorld. Responsible for editorial strategy, day-to-day operations, and content for InfoWorld.com and InfoWorld's portfolio of executive events.

Interests outside the office
Baseball, Scrabble, crossword puzzles, jazz, movies.

Family
My wife is Leslie Crawford. My son Sam is 9-1/2, daughter Molly is 1 1/2.

Five people — living or dead — you'd invite to a dinner party
Thelonious Monk, Tom Stoppard, Nicola Tesla, Vladimir Nabokov and Groucho Marx.

Most difficult decision you ever had to make
Resigning from my job as managing editor at Omni magazine in protest over putting an ad on the front cover.

First job out of high/school or college
Driving an ice cream truck for two summers.

Favorite celebrity encounter
I spotted Bruce Springsteen in the audience at a concert in 1976, walked up to him and shook his hand. A crowd suddenly formed around him and he darted off, but not before leaning in and asking me where the men's room was ... though in somewhat more colorful language.

Favorite movies
The Last Picture Show; Aguirre, the Wrath of God; Pulp Fiction; The Last Wave; and Annie Hall.

Favorite beverage
Pilsner Urquell

Favorite sports team
The Yankees. I come by it honestly; I'm from New York and grew up rooting for them.

InfoWorld's ***Steve Fox*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating his 10 years of service to the company.*

Pets
Caldonia, a 12-year-old Abyssinian-mix cat.

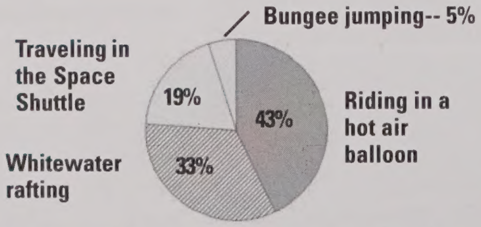
What others can't tell just by looking at me
Every two years, my wife and I throw an enormous mini-golf party/charity benefit for 200-plus people inside and outside of our house (details at crawfox.com). People build these other-worldly mini-golf constructions, we hand out putters and golf balls, and the assembled multitude plays through.

Manager's profile
"Under Steve's direction InfoWorld has carved out a leadership position as experts on the top enterprise IT initiatives of the day. He has transformed InfoWorld into an online and events content engine that is the hallmark of a modern-day media company. "

— Bob Ostrow, president & CEO, InfoWorld

Question of the Week results for April 30

Which outdoor adventure is most appealing?



Log on to www.idgcentral.com to vote on this week's question: How long is your average workday lunch break?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Ruth Sager *IDC*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

Computerworld celebrates 40th anniversary

Pat McGovern reminisces about the early days at festive lunch for employees

Entertained by a video presentation that chronicled the rise of Computerworld from a fledgling, break-the-mold newsweekly to the industry stalwart it is today, more than 120 Computerworld and IDG employees celebrated CW's 40th anniversary earlier this month with a lunch at the State Room Restaurant overlooking Boston Harbor.

"You've realized so wonderfully the dreams I had when Computerworld launched," IDG Chairman **Pat McGovern** told the crowd. He regaled the group with stories from the early days when the idea for the publication unfolded after McGovern and a colleague conducted a market research survey with managers of computer centers in New York's financial district.

Convinced that those managers needed an objective source of information on computer companies and their products, the two decided to start a newspaper. At the time, there were several monthly com-

continued on page 4

More than 120 Computerworld and IDG employees listened to tales of the publication's early days during a celebration luncheon in Boston.

IDG WORLD UPDATE

The name game

COMPUTERWORLD
The Newsweekly for the Computer Community

COMPUTERWORLD IS LAUNCHED
First Newspaper For The Full Computer Community

COBOL, RPG Bested By New Language ?

Next Issue Next Month
Weekly In September

READERSHIP TARGET

According to IDG Chairman **Pat McGovern**, back in 1967 he intended the title of his soon-to-be-launched publication to be Computer World News, modeled after a popular magazine of the time called Medical World News. However, when at the last minute the printer said there was not enough room for all those words given the type size selected, McGovern changed the title to Computerworld.

Network World iDemand platform bridges print, online

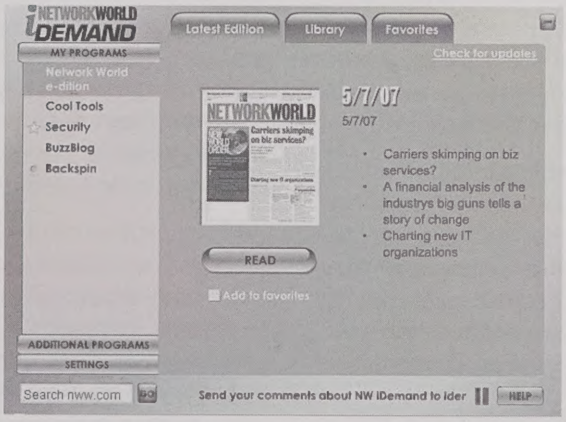
Content delivery system transforms user interaction with content, ads

What started as an effort to free up some money from the print budget and redirect it to online and events projects by converting a group of print subscribers to a digital edition of Network World has morphed into an award-winning next-generation content-delivery platform that transforms how readers interact with the brand's content.

Network World iDemand is a free desktop application that not only allows users to automatically download each week's issue of the publication but also to subscribe to specific content areas on an ever-growing list of programming options, which link back to the Network World Web site.

Once users have installed the player, they can click on the "read" button and the most recent edition of Network World appears on their screen. Subscribers can page through the magazine, jump to a particular page, link to additional information on the Network World Web site, e-mail specific articles, comment on articles and interact with advertise-

continued on page 5



5/7/07

5/7/07

- Carriers skimping on biz services?
- A financial analysis of the industrys big guns tells a story of change
- Charting new IT organizations

Send your comments about NW iDemand to lder

Users can install the free NWiDemand player from the Network World Web site.

Inside this issue

IDG named to Best Places to Work in Massachusetts list *page 2*

BtoB picks four IDG brands for annual Media Power 50 listing *page 2*

Crawford, Ebb, Bragdon named Top Innovators by Media Business *page 2*

One on one: IDG Communications President Bob Carrigan *page 3*

CW Denmark nominated for prestigious awards *page 6*

Celebrating 10: IDG's Barbara Irvine *page 8*

in brief newsworthy

IDG named one of Massachusetts' best places to work by BBJ

For the third consecutive year IDG has been named to The Boston Business Journal's list of Best Places to Work in Massachusetts. The honor recognizes the company's achievements in creating a positive work environment that attracts and retains employees through a combination of employee satisfaction, working conditions and company culture.

Best Places to Work
Boston Business Journal
2007

IDG was one of 328 companies nominated — a 40% increase in nominees over 2006 — and made the top 20 list in its size category (more than 500 employees) based on the results of employee surveys taken during the past two months. The winning companies will be listed in a special supplement of the Boston Business Journal to be published on June 22.

The project was launched in January by the Boston Business Journal in conjunction with market research firm GMR Inc. of Wichita, Kansas. Boston-area employees answered questions that addressed such factors as their pride in the company, company encouragement, support and recognition of achievement and relationships with co-workers and supervisors.

For more information, contact Howard Sholkin, director, Communications & Marketing Programs, IDG Communications, at howard_sholkin@idg.com.

BtoB picks four IDG brands for annual Media Power 50 listing

Four IDG brands — three publications and a Web site — were named to BtoB magazine's Media Power 50 listing for 2007. They are CIO, Computerworld, Network World and InfoWorld.

CIO

InfoWorld

NETWORKWORLD

COMPUTERWORLD

Noting that this year's selections reflect the changing ways that b-to-b companies are reaching out to customers and prospects, BtoB said, "All the properties profiled here share a common goal: to better serve their customers in an increasingly digital age without compromising the integrity of their brands. The growing migration of readers and advertisers to online venues has forced media outlets to fundamentally alter their thinking about how to go to market."

The Media Power 50 is BtoB magazine's annual listing of the top business-to-business advertising and marketing venues. BtoB editors and reporters evaluated ad revenue and audience as well as interviewing top media buyers, advertisers and industry analysts for their opinions on the most powerful and targeted venues.

To see the complete list, visit http://www.btobonline.com/apps/pbcs.dll/article?AID=/20070507/FREE/70508001/1145/FREE.

Crawford, Ebb, Bragdon named Top Innovators by Media Business

Crawford

Ebb

Bragdon

Three IDG executives were named to Media's Business' annual listing of Top Innovators. Selected for the 2007 honor were **Colin Crawford**, newly renamed executive VP, online for IDG; **Evilee Ebb**, publisher and CEO of Network World; and **Bob Bragdon**, publisher of CSO Magazine.

As VP, online, for the past two years, Crawford was primarily responsible for evangelizing the company's transition from a print-centric business to a Web-centric model. "I am most proud that, as an overall organization, we have been able to increase our online revenue to more than compensate for the loss of print," Crawford told Media Business. "We've passed the tipping point." Crawford began his IDG career in 1993 as COO of Macworld and was later named president and CEO. From 2003 to 2005, he was IDG's VP, business development and operations. After serving two years as VP, online for IDG Communications, he became president & CEO at PC World and Mac Publishing. He has recently returned to his role overseeing online strategy and development for IDG.

Ebb shared her honor with the "many great, innovative people" at Network World and credited the decentralized structure of IDG, where "innovation comes up from the business units, not top-down" with fostering an atmosphere of creativity and a "let's try it" attitude. One recent innovation, which Ebb described as a "next-generation content delivery platform" is called NWiDemand. The branded desktop application provides a direct conduit to readers through which they can receive not only a digitized version of the weekly publication but also selected news and information from a number of content channels (see story page 1). Ebb began her 18-year career with Network World as marketing communications manager. Seven years later she was named VP, publisher. In 1999, she became publisher and CEO.

Bragdon is founding publisher of the five-year-old CSO magazine, which this year picked up Neal Awards for "Best How-to Article" and "Best Special Issue of a Magazine." Last year he helped to launch The Security Standard, a two-day event targeting CIOs, CSOs and senior IT executives. The conference was co-produced with Computerworld, InfoWorld and Network World along with vendor partners Microsoft and Cisco Systems. His most recent project is Business Continuity 2007: Building the Resilient Enterprise, a two-day event scheduled for July in New York.

To read more about this year's Top Innovators, visit http://www.btobonline.com.

one on one the interview

Bob Carrigan
The president of IDG Communications is this week's columnist. Reach him at bob_carrigan@idg.com.

> *"Pat McGovern has stated very clearly that we are a Web-centric company with print as ancillary activity. Being Web-centric means that we should be fearless in driving our online and event businesses while we right-size print to the market reality. The majority of our energy and investment dollars must go to our growth businesses, while we manage print for profit."*

Q Although PC World's Editor-in-chief Harry McCracken has decided to remain with the company, the tendering of his resignation two weeks ago sparked questions in the press about editorial integrity at IDG. Editorial independence and integrity have always been core values held dear by IDG editors. Has anything changed?

A First, we're delighted that Harry has decided to remain as editor-in-chief of PC World. Harry epitomizes editorial integrity, and his return should be a clear signal that we are serious about editorial independence.

IDG's success is based on the trusting relationship we have established with our readers. From IDG's founding more than 40 years ago, **Pat McGovern** has articulated the philosophy that in publishing everything flows from having great editorial content. If we have high-quality, trustworthy editorial content, our publications will be a must-read for those in the industry. And if our publications are must-read, advertisers will view them as the best vehicle for reaching their customers. This philosophy applies regardless of the distribution vehicle — print, online, conferences or any other means.

I know from speaking with many of our editors around the company that there are lingering questions about the role of editorial in an online world. With online, users want an "intelligent aggregation" of information including editorial, user, vendor, and other third-party information to help them make buying decisions for themselves and for their companies. There should be no question in anybody's mind that original editorial content will be at the core of our Web strategies. And we will maintain the same high-quality standards and editorial integrity in producing that content consistent with our overall philosophy regarding editorial excellence.

However, I intend to reach out to a number of our key editorial and Web teams over the next few weeks to further discuss this issue of making it easy for users to get the information that they need in a threaded, contextual manner while we maintain clear boundaries for "IDG quality" editorial.

IDG has won numerous awards for editorial excellence and editorial integrity. Editorial quality and integrity are absolutely essential to IDG's success. Editorial integrity is and will remain a core value at IDG.

Q How is InfoWorld doing without print?

A First, I want to say how proud I am of the team at InfoWorld, which is blazing a new trail as a business unit that has discontinued its print version. I am pleased that the early indicators are showing increasing site visitors, page views and revenue on InfoWorld.com. In other words, we have not seen any fall-off in traffic growth or sales. By focusing on the growth areas of the business, the team at InfoWorld is in constant "launch mode," introducing new products and enhanced services each week in areas such as online video, career resources and social networking and physical events. There are definitely challenges in making this transition, but it looks as if the team at InfoWorld is navigating through them very well.

Q How was our first half and what is the outlook for the second half?

A I am about to record my quarterly webcast, which will be available for viewing on IDG Central in a week or so. I will talk a lot more about the financial performance of IDG Communications in the U.S. in the first half and also speak to the forecasts for the rest of the year. In a nutshell, we finished a very strong first half with profits up sharply over last year's first half. We are finishing over plan in the first half, but forecasting to be off plan for the second half.

Starting in December 2006, the enterprise print ad market took a stunning drop. We had expected a decline in the 10% range, which is a pretty big drop, but the actual fall-off from last year is closer to 20%. Many of our largest advertisers are "dark" in print as they shift budgets to online, and the reality is that much of this print advertising will not come back. We are paying close attention to the market and taking aggressive actions in light of the decline.

Our decision to discontinue InfoWorld in print was an important decision, and it was made easier because the InfoWorld business had become predominantly online and events in terms of revenue mix.

We have also decided to move both Computerworld and Network World to magazine-size from their current tabloid trim size in July. We'll take the opportunity to redesign those publications so that they are more useful in a Web world.

Our continuing strategy is to build our non-print businesses so that we are not adversely affected by the continuing and inevitable decline in print. Our brands have tremendous life beyond print; there is enough proof around the company of that.

continued on page 5

COMPUTERWORLD
1967 *40 Years* 2007

Computerworld will publish a special 40th anniversary issue on July 9. Discussions are under way to create a trivia-based video series for Computerworld.com that will quiz visitors about computer-related milestones, events and notable moments over the past 40 years. Several other marketing activities are also being considered.

Computerworld

continued from page 3

puter magazines, but all were free and considered to be advertiser-controlled, without reliable editorial content. Given the pace of technological change, McGovern thought the new publication should be weekly.

Not realizing that publishers would have said that a new publication needs at least an eight-month planning period before launch, McGovern unveiled the first issue of Computerworld just two weeks later at the National Data Processing Managers Association Meeting and Expo in Boston.

CW President, Publisher & CEO **Matt Sweeney** served as master of ceremonies. He showed a video from 1996 of McGovern talking about the importance of "being the navigator" and "seeing the big picture" and then getting into a plane and skydiving while holding a sign that said "IDG is No. 1!" "I was very happy that chute opened up," Sweeney said, to much laughter, after the video aired.

IDG Communications President **Bob Carrigan**, who served as Computerworld's president and CEO from 2003 to 2005, said that "the Computerworld brand has been incredibly adaptive throughout" the many changes in the IT and publishing industries. "You're all part of a special institution," he added.

McGovern concluded his remarks by saying his mother always told him to "do something you're proud of, with people you like, and always have a dream." He said his early Computerworld days definitely fulfilled those first two objectives, and "my dream is to be with you at the 50th anniversary of Computerworld."

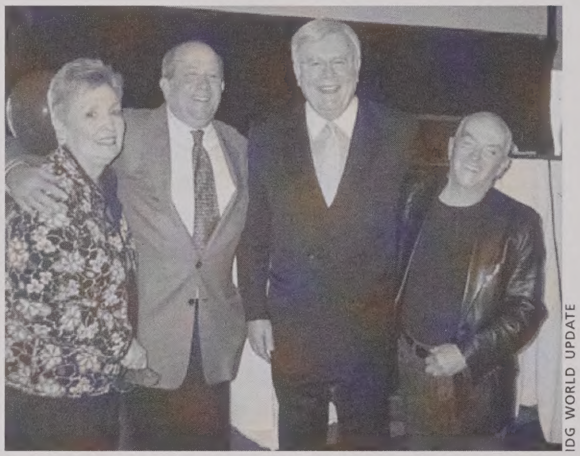
For more details contact laureen_austermann@computerworld.com. WU

View CW's anniversary video

Production Designer **Dawn Petersen** and Senior Graphic Design Specialist **Joe Mola** created the Computerworld retrospective, which is available with this article on IDG Central (http://www.idgcentral.com).

IDG WORLD UPDATE

*(L-R): Executive Assistant /Office Services Manager **Linda Gorgone** Executive Assistant to the CEO/Corporate Communications Manager **Laureen Austermann**, and Senior HR Representative **Mary Scanlon** coordinated the event.*



IDG WORLD UPDATE

*IDG Chairman **Pat McGovern** and CFO **Ted Bloom** are flanked by longtime colleagues (all of whom worked together in the early days): former VP/Corporate Services Marion Kibbee and former IDG President Walter Boyd.*

SHARON MACHLIS

*Online Editor-at-large/Mobile & Wireless Editor **Marian Prokop** and E-mail Newsletters/Networking Channel Editor **David Ramel**.*

SHARON MACHLIS

*(L-R): Managing Editor/Production **Michele Lee DeFilippo**, Senior Copy Editor **Eugene Demaitre** and Associate Editor/Community Content **Ken Gagné**.*

IDG WORLD UPDATE

*(L-R): President, Publisher & CEO **Matt Sweeney**, Executive Editor/Events **Julia King** and VP/Editor-in-chief **Don Tennant** display the commemorative plate from Pat McGovern.*

N MACHLIS

*Director, Web Development **Aaron Valade** and Sales Associate **Jess Roman**.*

May 14, 2007

Consulting Director, Vertical Markets (IDC)

Responsible for developing and conducting market research and consulting assignments focused on technology needs, demand and opportunity by industry, including manufacturing, healthcare, government, retail and financial services. Develop and manage long-term consulting relationships with assigned clients, including repeat engagements and contribute to strategy and operations of the Company's Vertical Markets Consulting business, including development of new practice areas. Must possess at least a bachelor's or its equivalent in Business Administration or a related field and relevant work experience. Must possess cross-industry consulting experience in at least three of the following industries: manufacturing, retail, financial services, government, software, communications and healthcare. Must also possess experience with the management of complex, multi-million dollar consulting projects with a focus on project management principles, including project scope, resource allocation, client management, issue resolution and timeline management using MS Project; opportunity assessment, marketing strategy and product positioning using advanced quantitative and data analysis skills; creating and managing detailed market models using advanced MS Excel and MS Access skills; advanced MS PowerPoint techniques to deliver proposals and data interpretation to clients; proposal creation and delivery, negotiation, pricing and overall account strategy; and direct experience developing the strategy of a consulting practice, including the development of best practices in project management and client relationship development. ***Location: Framingham MA***
Contact: L. Bachand, Fax: 508-935-4432, Phone: 508-935-4624, Email: lbachand@idc.com

Sr. Research Analyst, Application Development Software (IDC)

IDC's Application Development and Deployment Research Group is looking for a dynamic individual with expertise across software products and strategies to assume a Sr. Research Analyst position for the Application Development Software program. Key functional areas of focus include development environments, rich client-interfaces, 3GLs, 4GLs, Web development tools, software components, business rule management systems, and modeling tools . This individual will be responsible for driving program research, customer support, business development, and strategic consulting. Candidates should have 7+ years of software industry experience, a strong technical and marketing background, and feel comfortable providing strategic consulting to C-level executives. Accomplished primary research and writing skills are assumed. Advanced degrees are recommended. This position is based IDC's Framingham MA or San Mateo CA office. Requires about 15% domestic travel. ***Location: Framingham MA***
Contact: K. McGillivray, Fax: 508-935-4432, Email: idc_jobs@idc.com

DEMO, National Account Manager (NWW)

DEMO, a Network World company, is seeking a dynamic, self-starting sales professional with 5+ years of outside online media sales experience and 2+ year's event sales experience to handle a $1.0M national territory. This seasoned professional must have a proven track record in creating new business opportunities. Ideal candidate will be a highly effective communicator, proposal writer, and program manager with the ability to close a sale. Experience selling online media in the consumer space is a plus. This position requires the ability to sell to decision makers at companies and agencies in the following categories: Enterprise technology, consumer electronics, professional services and communications organizations. Travel is required. ***Location: Southborough MA, NY NY, SF CA***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Online Account Executive (Connell)

Connell Communications has an exciting opportunity for a highly-motivated sales professional to sell online advertising. The position will be responsible for pursuing, maintaining and growing new advertising opportunities, as well as working with the print sales staff to develop cross-platform ad packages with applicable clients. Responsibilities will include completing RFP's, following up on proposals, prospecting, responding to client requests for information, customer service, and most importantly, being primarily responsible for the revenue generation and growth of the site. Ideal candidate will have 2-4 years minimum of sales experience, with most or all being in online sales. Required skills include a solid understanding of web marketing, related trends, and the ability to effectively communicate these advantages to clients through both written and verbal presentations. Must also have top-notch organizational skills. Some travel will be required, and applicant must also be able to work effectively both on an individual basis and in a team environment. An excellent opportunity for someone who seeks the challenge of building a property from the beginning. ***Location: New Hampshire***

Contact: J, Kelley, Phone: 603-924-7271, Email: jkelley@tasteforlife.com

Coming up

Computerworld Mobile and Wireless World
May 21-23
Orlando, FL
http://www.mwwusa.com/

OSBC - Open Source Business Conference
An InfoWorld event
May 22-23
Palace Hotel
San Francisco
http://www.osbc.com

Grid World
May 30-31
Tokyo International Forum
Chiyoda-ku, Tokyo
http://www.idg.co.jp/english/event.html

IDC IT Forum & Expo
June 7-8
Westin Waterfront Hotel
Boston
http://www.idcitexpo.com/ITE/index.jsp

ITWorld Canada CIO 100 Assembly
June 10-12
Queen's Landing Hotel
Niagara-on-the-lake, Ontario
http://www.itworldexpo.ca/#

IDC Enterprise Data Center Forum
June 18
Miyako Hotel
San Francisco
http://www.idc.com

IDC Service-Oriented Architecture Forum
June 18
New York Marriott East Side
New York City
http://www.idc.com

IDG European Media Management Institute
(A corporate training program for middle- and senior-level functional managers)
June 18-20
Copenhagen, Denmark
Contact: Erin Brennan
erin_brennan@idg.com

IDC Virtualization 2.0 Forum
June 19
Miyako Hotel
San Francisco
http://www.idc.com

NW iDemand

continued from page 1

ments. Issues can be archived for future reference.

When users subscribe to specific content channels, the NWiDemand player will automatically notify them about new articles, videos and podcasts related to their choices available on www.networkworld.com and they can click from NWiDemand directly to the content. Currently users can subscribe to Cool Tools, Security, Wireless and Mobile, BuzzBlog, Backspin, Software, LANs/WANS, and more will roll out soon.

The Network World iDemand team (from left): ***Donna Pomponi****, director of marketing;* ***Richard Priante****, director of circulation;* ***Manav Sehgal****, software engineer;* ***Mike Guerin****, manager of Production Technologies;* ***Brian Gaidry,*** *art director; and* ***Dan Gallagher****, VP of Audience and Architecture.*

Vendor advertisements that appear in the print edition of Network World will also appear in the e-dition on NWiDemand. The digital version of the ad will hyperlink to the advertiser's choice of product micro site, online demo, company homepage, white paper or other destination, allowing readers to interact directly with the advertisement.

"This platform allows us to deliver a truly integrated print and online package for our readers and advertisers," said Network World CEO & Publisher **Evilee Ebb**. "From within the e-dition, readers can click on hyperlinks to additional content, make comments, send a particular article to a friend or click on an ad and get more information directly from the vendor."

The NWiDemand player is currently installed on some 5,000 desktops including readers and advertisers/agencies. "In addition to a relatively small number of NW BPA-audited subscribers using iDemand, we are most excited to expose a virtually unlimited number of potential customers to our advertisers above our controlled, qualified ratebase of 170,000 readers," Ebb said.

In recognition of NWiDemand's innovative advertising capability, Network World received two 2007 Internet Advertising Competition awards for Best Publishing Interactive Application and Best Magazine Interactive Application. Presented by the Web Marketing Association, the awards laud NWiDemand for outstanding achievement in Internet advertising. For more information on the awards visit: http://www.advertisingcompetition.org/iac/winner.asp?eid=5276 and http://www.advertisingcompetition.org/iac winner.asp?eid=5268

For more information, contact ***Donna Pomponi****, director of marketing at Network World, or visit http://www.networkworld.com/idemand to see the online demo.*

One on one: Bob Carrigan

continued from page 3

Pat McGovern has stated very clearly that we are a Web-centric company with print as ancillary activity. Being Web-centric means that we should be fearless in driving our online and event businesses while we right-size print to the market reality. The majority of our energy and investment dollars must go to our growth businesses while we manage print for profit.

It's really about listening to our readers and advertisers. They are telling us where they want us to invest. They are voting with their eyeballs and ad dollars.

The great news for IDG is that we are so well positioned to grow our business, but it's all about execution. If we listen to our customers and execute like a true Web-centric company, our best days are ahead!

noteworthy people

New employees

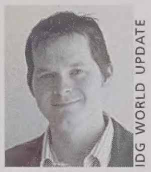
Christopher Holmes joins IDC Asia Pacific's Singapore office as a Manufacturing Insights research director. Prior to joining IDC, Holmes pioneered the development and implementation of the operation and technology roadmapping program at the Singapore Institute of Manufacturing Technology. He led more than 50 roadmaps, helping Singapore-based manufacturing companies develop plans to enable their decision-making processes in the development and acquisition of new technology and product development plans. He holds a doctor of engineering degree from the U.K.'s Warwick University; he also holds an M.A. in philosophy. He has written many articles and given lectures in the areas of technology management and product development. Away from the office, he enjoyrs racing yachts in the region. He is married and has two children. *cholmes@idc.com*

Conrad

Previously a temporary employee with InfoWorld, **Toni Conrad** joins the staff full-time as an online marketing analyst. She has studied at Rochester State Junior College and Minnesota State University. In her free time she enjoys riding horses, gardening and Photoshop photo restoration. *toni_conrad@infoworld.com*

IDG WORLD UPDATE
Chiu

CXO Media has hired **Curtis Chiu** as national sales manager. He was previously international sales manager with CMP Technology and holds a B.S. in marketing from San Diego State University. Away from the office he enjoys snowboarding, hiking and fine food and wine. *cchiu@cxo.com*


IDG WORLD UPDATE
Brightman

Previously Web director with Harris Publications in New York City, **Jason Brightman** joins PC World as director of Web development. A graduate of Pratt Institute in Brooklyn, N.Y., he holds a B.F.A. in communication design and enjoys surfing the Web. *jason_brightman@pcworld.com*

Supriya Kurane joins IDC Asia/Pacific's Bangalore, India, office as senior market analyst with the Consumer Markets Personal Systems Group. With more than six years of business journalism experience at The Economic Times and Business World, she was previously a correspondent with Reuters, reporting on global equity markets and macroeconomic trends. She has an M.A. in economics from India's Mumbai University and speaks English, Hindi and French and "a smattering of Swahili." *skurane@idc.com*

Owen Li is the new market analyst for communication research at IDC China in Beijing. Before joining IDC he worked for Frost & Sullivan as a telecom market analyst. He holds an M.A. in telecom management from Stevens Institute of Technology in Hoboken, N.J., and enjoys soccer, karaoke, reading and traveling. *oli@idc.com*

Michelle Stutsman joins CXO Media as regional sales manager, coming from CMP Technology where she was Western ad director. She earned a B.A. in French from DePauw University in Greencastle, Ind., and enjoys international travel and tennis. *mstutsman@cxo.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Computerworld Denmark contends for prestigious journalism awards

Computerworld Denmark has been a market leader throughout its 25-year history, but it had never received a nomination for one of the country's most prestigious journalism awards until this year. Computerworld was recently nominated for three out of the five Bording Awards for best Danish trade journalism, and an editorial intern was nominated for another award for best student journalism.

Hansen

Rudkjøbing

While the Computerworld team didn't win when the announcements were made last month, the entire company took pride in the nominations. Moreover, as a result of Computerworld's investigation into how numerous companies (including IBM) and organizations use of secret non-solicitation clauses in employees' work contracts — the series of articles that was nominated for several awards — CW's potential impact on Danish work laws has been far-reaching. The Danish parliament and cabinet is currently debating whether to introduce new legislation prohibiting secret non-solicitation clauses.

CW Denmark's nominations were as follows:

- Best New Digital Media (Computerworld.dk)
- Outstanding Journalism (for a series of more than 100 investigative online and print articles on non-solicitation clauses by Journalist **Kristian Hansen** and Editorial Intern **Christina Rudkjøbing**)
- Overall Bording Award (Hansen and Rudkjøbing)
- Kravling Award for Best Student Journalism (Rudkjøbing)

No other IT media company was nominated for a Bording Award this year.

Hansen and Rudkjøbing joined Computerworld in August 2006. Hansen, who has a university degree in political science, not journalism, began as a trainee and was promoted to a full journalist position this past January. Rudkjøbing, like all journalism students in Denmark, is in the midst of fulfilling her mandatory 12- to 18-month internship with an established media company.

Those conversant in Scandinavian languages can read more about each of the awards programs at http://www.danskfagpresse.dk and http://www.kravling.dk.

IDG Directory is on IDG Central

Contact information for all IDG business units and employees worldwide is available in the online IDG Directory on IDG Central. Look under the Employee Resources tab.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Dorothy Adams *IDG Australia*
Michelle Reyes *PC World*

20
Stephen Lennox *IDG Australia*

17
Philippe de Marcillac *IDC*

16
Megumi Okamoto *IDG Japan*
Christopher Norman *IDG U.K.*

15
Masato Tsuchiya *IDG Japan*

14
Christine Rudalevige *Network World*

12
Michael Goldberg *CXO Media*
Wolfgang Leierseder *IDG Germany*
Dorothy Allen *IDC*
Lisa Radler *PC World*

11
Tom Wailgum *CXO Media*

10
Matthew Bennett *Digit U.K.*
Stephen Drake *IDC*

8
Lionel Lamy *IDC U.K.*
Julia Reckel *IDG Germany*
Yvonne Ensgsig *IDG Denmark*

7
Carmen Rodrigo *IDG Spain*
Petra Hallstrom *IDG Global Solutions EMEA*
William Zhang *Network World*

6
Kevin Gerich *CXO Media*
Jiro Hirose *IDG Japan*
Brian Buizer *PC World*

5
Laura Cano *IDC Mexico*
Javier Hernandez *IDC Mexico*
Rosa Penalva *IDC Mexico*
Philip Kwon *IDC Korea*

4
Catherin Bennett *IDC Australia*
Kyoung-Min Kim *IDC Korea*
Mark Barreca *PC World*

3
Christine Hopkins *CXO Media*
Lynn Holmlund *CXO Media*
Carrie Mathews *CXO Media*
Jed Scaramella *IDC*
Norihiko Seki *IDC Japan*

2
Paulo Amaral *IDG Brazil*
Sven Blaukat *IDG Germany*
Paul Nesbitt *IDG U.K.*
Alan Louie *IDC*
Stephanie McCallum *IDC*
Matthew Healey *IDC*
Judy Ou *IDC China*
Koichi Sato *IDC Japan*
George Hoffman *IDC Japan*
Gregory Westil-Adler *PC World*

1
Sven Langenfeld *IDG Germany*
Caroline Patterson *IDC*
Michael Brown *IDC*
Joanna Sawko-Liman *IDG Poland*
Patrycja Dziedzinska *IDG Poland*
Jimmy Sharp *IDC China*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Be the first to know!

IDG employees can receive IDG World Update as a PDF file via e-mail each Monday morning. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

Volunteers from IDG Corporate Services Group lend a hand

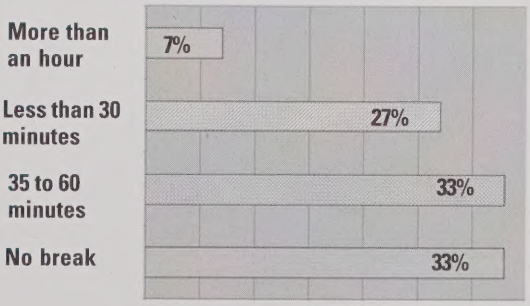
*CSG staff prepare to dig in at the Sunshine Headstart Day Care in Hudson, Mass. From left: **Ken Fuller**, assistant credit manager; **Michelle Chase**, senior administrator; **John Robison**, senior credit analyst; **Robin Robison**, senior benefits administrator; **Amy Hanania**, corporate credit manager; **Kathy Toffoloni**, office manager; **Janet Ward**, payroll administrator; and **Cheryl Talamini**, benefits director.*

Eight members of the IDG Corporate Services Group's Corporate Action Council/Community Service Team recently helped out sprucing up the outdoor play areas of two local day care centers. The event, organized by Senior Adminstrator **Michelle Chase**, who serves as chair of the Community Service Team, had the group sweeping, raking, picking up trash and spreading mulch at the Marlboro Headstart Child Care Center and the Sunshine Headstart Day Care in Hudson, Mass.

CSG staff are entitled to one day away from work per year to volunteer their services. The IDG CSG Community Service Team helps organize various volunteer opportunities throughout the year including food drives, sponsor-a-student program and a "Giving Tree" at Christmas time, among others. WU

Question of the Week results for May 7

How long is your average workday lunch break?



Log on to www.idgcentral.com to vote on this week's question: How do you usually listen to music while at the keyboard?

celebrating 10!

Name
Barbara J. Irvine

Home
Natick, Mass.

Joined IDG
September 1997

Current title
Receptionist — I welcome guests and answer phones at IDG's 5 Speen Street office.

Most challenging part of your job
Keeping numbers straight and keeping cool on the phone with irate or upset people on the other end.

Best part of your job
I am a people person, so I enjoy meeting new people.

I joined IDG because
I heard it was good company to work for, and it was the kind of retirement job I always wanted.

What's kept you at IDG for 10 years?
Great place to work and great people to work with.

Best compliment you've ever received on your work?
I had one woman call me on a subsequent day just to thank me for my help the day before even though she had thanked me then.

One thing you've learned during your tenure at IDG
How to keep my cool when talking to a disgruntled person on the other end of the phone.

Interests outside the office
Barbershop singing, bridge, most kinds of music, Eastern Star, reading, TV.

Family
I have two daughters — Corinne, who lives in Aurora, Colo., and Susan (Scooter) who also works for IDC and lives with me.

What talent do you wish you had
I play the piano, but I would dearly love to be able to play without reading the music.

Dream destination
South Pacific Islands.

As a child, what did you want to be when you grew up?
An airline hostess, I love to fly. Even today I would love to be able to fly myself.

Your idea of a perfect day alone?
Sitting on the beach soaking up the sun with a good book and listening to the water lap the shore.

Favorite outfit
Jeans and sweatshirt

***Barbara Irvine** was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating her 10 years of service to IDG.*

Favorite celebrity encounter
I once saw Eydie Gorme and Steve Lawrence in a restaurant and got their autographs.

Favorite movies
The Sting and Ghost.

Favorite music
Barbershop singing — mainly quartets.

Favorite sports team
The New England Patriots and the Boston Red Sox, in that order.

Your last meal would be
Filet mignon with all the fixings.

Favorite vacation spot?
Almost anywhere that's away from home.

If you won the lottery tomorrow, you would
Pay off my debts, give to my children and to charity.

Retirement dreams?
No dreams, this is it…

Manager's profile
"Barbara is a very dedicated, loyal and conscientious employee. She's always willing to help out and cover for others when they are out. She has a great work ethic. Along with answering one of the two busy consoles at 5 Speen Street in Framingham, Barbara updates the master receptionist list, assigns and monitors temporary badges and tallies the monthly visitors — and does this very well. Barbara is a great team member, and I'm glad to have her on my team."

— Ann Clark, director of telecommunications

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Matt Duffy *Computerworld*
Joe Mola *Computerworld*
Donna Pomponi *Network World*
Bill Rigby *Computerworld*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

Complete the World Update/IDG Central survey and take a chance for a $50 Amex gift cheque

This is the last week to complete an online survey that will help guide the content and design of World Update and IDG Central. While your responses are confidential, you may choose to enter your name into a drawing to receive one of five $50 Amex gift cheques.

If you don't see the survey in your e-mail inbox, go to http://surveys.idgresearch.com/IDG/World_Update_2007/idg_world_update_2007.htm.

Inside this issue

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Podcasts catching on with Network World audience

Downloads near 100,000 so far in 2007, twice total number for all of 2006

MELISSA SHAW

*Network World's Twisted Pair are Programming Director **Keith Shaw** and Multimedia Editor **Jason Meserve**. Their podcast is No. 1 on the site.*

With more than 25,000 downloads, March broke all records for podcast downloads at Network World, topping the previous record of 18,000-plus in January. The momentum has continued, as April saw 25,499 downloads for the month, 3,261 average visits per week and 8,926 unique visitors. So far in 2007, Network World has had over 95,000 podcasts downloaded, compared to 47,000 for all of 2006.

Network World Programming Director **Keith Shaw** attributed the surge to the addition of several new podcast series, "as well as us increasing the frequency of producing our podcasts."

NWW started producing podcasts in early 2006 but increased its production last June and "went gangbusters in January 2007," Shaw said. NWW posts the following four podcast series each week:

- **Twisted Pair**, the site's most popular podcast, in which Shaw and Multimedia Editor **Jason Meserve** round up technology news, Internet-related items, IT career news and quirky items from the previous week (usually between 35 and 45 minutes in length).
- **Network World 360** is a quick (five to 10 min-

continued on page 5

European business units share online tool data in database

IDG Online Technologies site aims to assist with Web investment decisions

DAVID BAILEY

*(L-R): IDG U.K.'s **Toby Hurlstone**, **Bradley Deutsch** and **Dan Sullivan** have all contributed to the IDG Online Technologies site . All European IDG business units are encouraged to submit information and use the site as they consider Web investments.*

Investing in Web site technology can be an expensive venture, and knowing which applications or tools colleagues have purchased can be helpful in the planning process. To that end, IDG business units in Europe are sharing information on a password-protected site designed to help them make educated Web investment business decisions.

"European online businesses are developing at very different speeds," said International Controller **Toby Hurlstone**, who is encouraging all European units to post information on the IDG Online Technologies site, which was developed by IDG U.K. Online Development Manager **Dan Sullivan** and Web Developer **Bradley Deutsch** with input from IDG Germany's **Christophe Urra**. "Rather than reinventing wheels we want people to know who has already tried certain products, whether various technologies or applications have worked as expected or if they have turned out to more costly and less effective than expected."

The site currently has data from 14 countries. Users can view the information by country, and see at a glance that country's public Web sites (URLs,

continued on page 5

newsworthy

in brief

McGovern delivers keynote address at FIPP World Magazine Conference

IDG
第 36 届
36th FIPP WOR

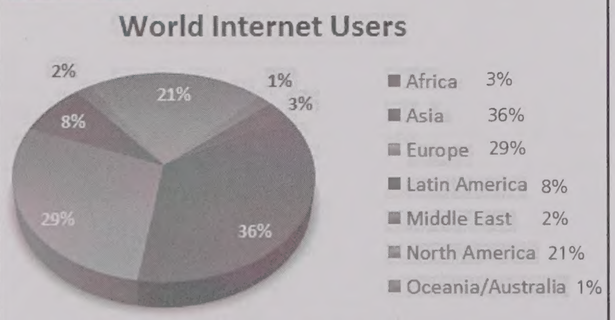
*IDG Chairman **Pat McGovern** told the 950 attendees at this month's FIPP World Magazine Conference that he had never seen a more exciting time in his 50 years of publishing.*

IDG Chairman **Pat McGovern** delivered a keynote address at the 36th World Congress of the International Federation of the Periodical Press (FIPP) held May 14-15 in Beijing. The event, held at the World China Hotel, drew 950 attendees from more than 60 countries. In his talk, Global Opportunities for Magazine Publishers in the Digital Era, McGovern discussed the challenge of bringing users into the online mix. "You have to learn how to create and maintain a specialized virtual world that will keep your audience," he said. "What's the balance between their desire to get information and their desire to contribute to the information?"

Echoing one of the major themes of the conference — embrace the change that the digital revolution is bringing — McGovern ended by telling his audience, "An ancient Chinese proverb says, 'Change creates threats but also opens the doors to new opportunity.' In my 50 years of publishing, I don't think I've ever seen a more exciting time. Good luck dealing with the threat and making it a great opportunity for you."

To view Pat McGovern's slide presentation accompanying his keynote address, see this article on IDG Central.

Fast Fact



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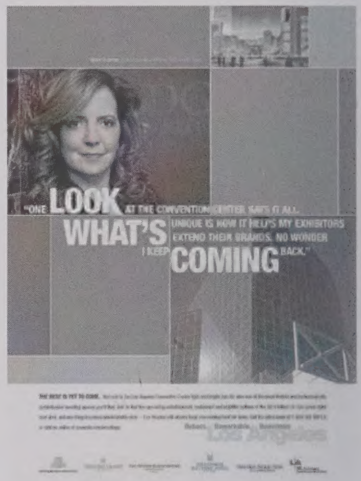
IDG World Expo CEO featured in upcoming ad campaign


"ONE LOOK AT THE CONVENTION CENTER SAYS IT ALL. WHAT'S UNIQUE IS HOW IT HELPS MY EXHIBITORS EXTEND THEIR BRANDS. NO WONDER I KEEP COMING BACK."

*IDG World Expo CEO **Mary Dolaher** is being featured in the LA visitors bureau's upcoming ad campaign.*

By the time Entertainment for All opens the doors of the Los Angeles Convention Center to show attendees Oct. 18, IDG World Expo and its CEO, **Mary Dolaher**, will have already had plenty of ink. That's because Dolaher, who rejoined IDG last November, is being featured in an ad campaign for the LA Visitors & Convention Bureau (now called LA INC.), that will appear in various trade publications including The Meeting Professional, Expo, Convene and Smart Meetings. Dolaher has a long-standing relationship with the LA INC. that dates back to her days at the Entertainment Software Association where she ran the E3 Expo. The campaign is due to launch next month.

IDG's Turkish licensee adds CIO title

IDG's publishing partner in Turkey is expanding its portfolio to target the Turkish CIO community. The Dunya group, which currently publishes PC World and Macworld under license to IDG, launched IT Pro in March.

IT PRO
Turkcell Teknoloji Üssü

"Brought to you by Computerworld and CIO" appears beneath the front page logo of the stand-alone magazine, which will transition to one of those brand names within the next two years.

According to Dunya's IT publications director, **Engin Gedik**, the Turkish CIO community has yet to establish itself under that name. "CIOs in Turkey are mostly called IT executives or IT managers, and they handle many of the jobs related to IT infrastructure," he said. "They need both the long-term vision of where the industry is going as well as news, solutions, products and tutorials about IT. That's why we are using both CIO and Computerworld content in a single magazine."

The first issue had 32 pages, with seven translated from CIO and Computerworld. HP and SAP were among the advertisers. "All the key market players have said that IT Pro is covering all the content that Turkish CIOs need," Gendik said.

A Web site is slated to debut in June and will offer content similar to the kinds of material found on Computerworld.com in the U.S.

*Contact Engin Gendik at egedik@dunya.com or Publication Manager **Murat Yildiz** at myildiz@itpro.com.tr.*

the interview

one on one

Neal Silverman
The executive vice president, Network World Events and Executive Forums, is this week's columnist. Reach him at nsilverman@nww.com.

Network World Events & Executive Forums group at-a-glance

Number of employees 17

Headquarters Southborough, Mass.

Established 1991

Web site http://www.networkworld.com/events

Most recent accomplishment
The April IT Roadmap event in Chicago had the highest attendance of the series, with more than 700 attendees and 76 sponsors.

Q How is Network World's events business doing these days?

A Our business is doing very well. Both revenue and profit are way up over last year, and we are on target to end the year over plan for the third year in a row. I couldn't be more proud of all the members of our team and their accomplishments.

Q Can you briefly describe your events portfolio?

A Our team produces a unique portfolio of events that together reach a very diverse audience. IT Roadmap Conference & Expo has a regional one-day, multitrack format and is produced five times a year in most of the major U.S. markets. We've been averaging 500 attendees, mostly Network World readers, and 75 exhibitors. The IT Roadmap event was launched last year and has been really taking off. We still produce the Network World four-city Technology Tours, which have a single-topic focus, but only when we can capitalize on hot technology trends and sponsor demand. The Security Standard, a two-day senior-level security conference, is in its second year. This event is unique in that it brings together both technical and business executives to discuss security issues. It's also unique in that it draws its audience from across IDG by leveraging partnerships with the enterprise business units. Our team also produces DEMO, now in its 17th year, which continues to be the premier launch pad for 70 new products and companies twice each year. The audience at DEMO is mostly from the investment community, business development and the press. Additionally, we produce custom programs; so far this year we have three under contract and are seeing strong demand for this type of business.

Q What sort of trends are you seeing in the events business, and how is Network World responding?

A Not too many surprises, as both attendees and sponsors have limited resources and are increasingly selective about where they spend their time and money. Our sponsor-subsidized, free regional programs address many of these issues, making it easy for attendees to get a lot of current information in a short amount of time. The new multitopic format helps with IT executives who need more information across different disciplines. This model also lends itself to speaking opportunities for our platinum sponsors who can present case studies in the individual tracks.

Q What sorts of ancillary services are you offering event attendees?

A We spend lots of time working on ways to increase the quality of attendees and the "show rate," the percentage of people who register and actually attend. The industry standard show rate for a free event is 30% to 40%; it's our mission to get our events in the 50% range. That would really set us apart from other event producers. We're getting a 50% show rate with our IT Roadmap shows but not with our custom or Technology Tour events. Our show-rate percentage is higher than the industry standard thanks to our unique formats that stand out from the crowd.

Many of our efforts revolve around providing services to attendees before, during and after the event. One example is what we're doing online with the launch of the IT Roadmap Exchange (ITRE) site. Once someone attends an IT Roadmap event they are given a free membership ID number that gives them access to the ITRE site. The ITRE enables attendees to influence the agenda by submitting questions before each event, as well as receiving proprietary information in the form of newsletters and analyst presentations once they attend; it also allows us to keep in touch with them between events in their area. The ITRE has roughly 500 members, and we received more than 1,000 questions online before last month's IT Roadmap event in Chicago. The sales team is now selling premium ITRE online sponsorships within the gated ITRE site and a new Roadmap quarterly alumni newsletter.

To further build the community for the Security Standard event and drive attendance to it we have a similar Exchange, as well as a series of regional dinner roundtable for eight to 12 chief information security officers around the country. These invitation-only dinners are underwritten by Cisco Systems, although it has no presence at the event, and hosted by Network World President and Editorial Director **John Gallant** and CSO Magazine Publisher **Bob Bragdon**, who cull the list of attendees from their personal Rolodexes and referrals from industry associations. We use these very successful roundtables as a forum to build content for the Security Standard event and make sure it represents the needs of its attendees. Building on the success of these regional dinners, we will be launching a more formal regional program in the near future that will give Security Standard attendees an opportunity to meet on a local basis at a free, low-key breakfast or din-

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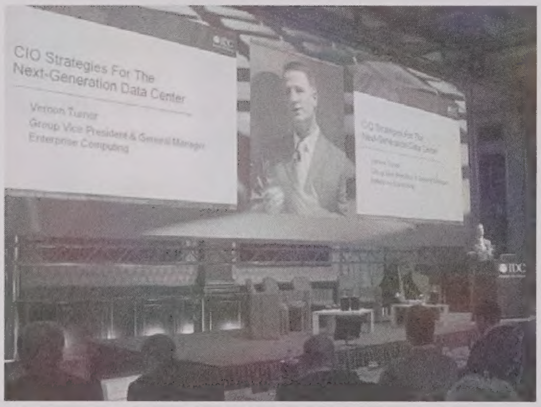
IDC Italy CIO Conference draws 300 CIOs, IT managers

IDC Italy's third annual CIO Conference drew some 300 CIOs and IT managers to Milan earlier this month where many of the presentations and panel discussions focused on the evolving role of today's CIO. In addition, IDC unveiled some key findings from an exclusive survey of 110 CIOs that aimed to uncover the key influencers on IT investment in today's rapidly changing enterprise environment.

The conference featured five senior IDC executives as keynote speakers and panel hosts, as well as nine high-profile Italian CIOs representing companies in the manufacturing, food, distribution, financial, transportation, services and public administration sectors, who shared their own experience and vision during discussions with top managers from leading ICT vendors.

> *"That result underlines the fundamental role CIOs have in the promotion of innovation in today's companies."*
> — Guido Pagnini, IDC Italy

The event opened with IDC Italy IT Research Director **Guido Pagnini** presenting results of IDC's CIO survey. The report provided a snapshot of the role, challenges and changes facing today's CIOs in an increasingly complex and continuously evolving technology-enabled business environment. "From our survey emerged important information regarding business priorities in the next 12 months," Pagnini said. "The top priority identified by 52% of respondents is cost reductions," although Pagnini noted that this number is actually down from several years ago when it would have been the priority for around 70% to 75% of respondents "so something is changing." More than a quarter (27%) of respondents identified the development of new products and services as a key concern for the coming year. CIOs were asked who in their organizations contributes most to the launch of new business initiatives. Marketing and sales executives received 43% of the vote, senior managers 42% and CIO and IT managers 35%. "That result underlines the fundamental role CIOs have in the promotion of innovation in today's companies," Pagnini said.


CIO Strategies For The Next-Generation Data Center
Vernon Turner
Group Vice President & General Manager
Enterprise Computing

IDC Group VP and General Manager, Enterprise Computing ***Vernon Turner*** *spoke about next-generation data centers.*

Vernon Turner, group VP and general manager, Enterprise Computing, for IDC in Framingham, Mass., delivered a presentation on how CIOs can go about building the next-generation data center.

Three IDC executives chaired panel discussions. **Alessandro Lorenzelli**, practice manager at IDC Italy, hosted a discussion focused on "Control, Efficiency, and Evolution: Can the Three Pillars of Information and Communication in the Enterprise Sustain the Future?" **Ezio Viola**, group VP and general manager, IDC Southern Europe and EMEA Vertical Markets & Insights business units, invited panelists to describe the type of innovation they are promoting in their companies, and **Roberto Masiero**, president IDC EMEA and Worldwide Conferences, chaired a discussion on the conditions that enable the evolution of the CIO into the chief innovation officer.

(L-R): ***Tatiana Albuzzi****, conference specialist, IDC Italy;* ***Antonio Romano****, VP Operations, IDC Italy , general manager, IDC Spain and IDC Portugal; and* ***Tiziana Parisio****, senior conference specialist, IDC Italy.*

The afternoon featured workshops focused on topics such as business intelligence trends and applications, convergent networks and applications control, Web 2.0 and social networking and sponsored by companies including MicroStrategy, Fluke Networks Italia, Hyperion, Automony, Interwoven Italia and VeriSign.

The conference, which was free for employees in the media, finance, manufacturing, transportation, utilities and trade, services and public administration sectors, was underwritten by 15 leading IT companies and promoted by seven end-user associations and 21 media partners. While much of the conference marketing was done online, a special VIP CIO invitation was mailed to a select group of top Italian CIOs, said Senior Marketing Communication Specialist **Claudia Corradi**. To encourage the audience to remain for the duration of the conference, IDC invited a well-known television personality to host a closing show called, "Smile, You're on the Internet," which focused on various offbeat sites found online.

For more information, contact Claudia Corradi at ccorradi@idc.com or visit http://www.idc.com/italy/events/cio07.

May 21, 2007

Research Analyst, Enterprise Networks (IDC)

IDC's Enterprise Research Group is seeking a Research Analyst to cover trends in enterprise communication infrastructures. The Enterprise Networking Program is widely respected for research into emerging markets like wireless LAN and IP telephony as well as ethernet switching and routing. This analyst will be responsible for gathering qualitative and quantitative information, and then synthesizing and analyzing multiple industry trends in a logical and forward thinking manner. This analyst will be responsible for tracking the technical, economic, and political factors influencing wireless LAN deployments and the consolidation of multiple technologies into the network infrastructure. The research analyst will be responsible for collecting and publishing quarterly global and US network equipment shipment data, as well as working with regional IDC offices on data integration each quarter. In addition, the analyst will produce quarterly write-ups on the data and create vendor profiles. Key responsibilities include working with IDC analysts around the world, maintaining publication deadlines, and publishing client deliverables. This analyst will be responsible for responding to inquiries and developing relationships with numerous IDC clients including industry vendors, financial analysts on Wall Street, enterprise network managers, and the press. We are seeking candidates with strong writing skills, experience with Microsoft Excel including the ability to work with pivot tables and perform basic modeling, and professional or internship experience in academic research, market research, marketing or a related area. A bachelor's degree is required and experience with databases, surveys, and public speaking are preferred as this position will include opportunities for all three over time. The role is based in IDC's Framingham, MA office with limited travel to start. Relocation is not provided for this role. ***Location: Framingham MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Sr. Research Analyst, Canadian Security Market (IDC Canada)

IDC Canada is seeking a Senior Research Analyst, Canadian Security Market, to join our Technology Hardware/Software Research team. The senior analyst will have responsibility for timely insight on the trends and developments shaping the adoption of information technology products and services pertaining to the security solutions market. The Senior Analyst will also develop a profile within the Canadian IT industry as a key source of expert opinion within this segment and facilitate our clients ability to make informed decisions on the pursuit of market opportunities from an opportunity assessment, channel enablement and demand generation perspective.
Primary Responsibilities include; author and deliver CIS documents and presentations needed to support the Security Program, manage custom research projects to successful completion, act as the primary research contact for customer inquiries, and act as press liaison for the Canadian Security solutions market, collaborate with colleagues within the analyst and consulting groups to develop new research products. Candidates will possess a knowledge base/aptitude in the technologies and or the marketing/sales process related to the following: networks security, security software, security services (integration, audit and assessment), threats and countermeasures or knowledge base/aptitude in storage software, system management software and system management software and application development tools. Candidates must have a minimum of 5 years experience in IT, (network security) software product development, sales, marketing channel marketing or marketing intelligence roles. Candidates should possess excellent written and oral communications skills, analytical skills, and have fluency in Microsoft office suite of products. Candidates must be self motivated and results oriented and have experience developing relationships with senior sales and marketing managers at the executive level. Bachelors degree required, MBA desirable.
Location: Toronto Canada
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Consulting Director, Financial Insights

IDC Financial Insights is seeking a Consulting Director to develop and manage custom research projects for the financial services industry. The Consulting Director will engage with executives at financial services companies and IT vendors to identify opportunities for custom research. Custom research projects may include IT benchmarking, business and IT alignment assessment, ROI analysis, market opportunity assessment and IT vendor selection. The Consulting Director will be involved in the complete project life cycle and will be responsible for developing proposals and managing projects from beginning through completion, working closely with the analysts in Financial Insights and with sales personnel.

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

The director will be required to deliver quality research projects, provide high levels of customer interaction, and be able to grow the consulting practice. The individual must have strong project management experience, business development skills, as well strong writing and presentation skills. . The individual will also be responsible for ensuring that the research is delivered on time, cost effectively, and with a high degree of quality. The director will serve as a main point of contact with the sales force for lead development and proposal writing and will also be expected to contribute to strategy and operations of overall IDC Financial Insights business. The individual will need to have strong client facing skills and a keen business sense to identify and write proposals in a way that meets clients needs The director will also be expected to develop and manage long-term consulting relationships with clients, including repeat engagements. The director will need strong leadership and team management experience and have demonstrated success in creating positive change in industry environments characterized by ambiguity and challenge. Additionally, the director will be responsible for developing and maintaining best practices for the Insights consulting organization. The desired individual will have an undergraduate degree with 7+ years working experience in the financial services industry. Experience in consulting and/or with a market advisory firm is preferred. Additionally, the following skills and attributes are desired; strong business development skills, familiarity with qualitative and quantitative research methodologies and market modeling, strong project management skills with a constant eye on detail, ability to provide actionable advice to executive level management, strong writing skills, strong collaboration skills, strong presentation skills, comfort working in a fast-paced, ever changing environment and creative problem solving.
Location: Framingham Ma
Contact: S. Brown, Fax: 508-935-4432, Email: idc_jobs@idc.com

Program Manager (IDC)
IDC's Framingham U.S. Vertical Group is seeking a Program Manager. The Vertical Group assists IT suppliers with the tools and guidance to stay on top of the ever-changing business events of an industry and how to capitalize on the IT opportunities they create. Our research is rooted in extensive primary research and economic data. The primary objective of this role is to continue to support and develop forecast and segmentation models for several collaborative products. The position requires handling, manipulating, and integrating vast amounts of data from different data sources. The Vertical Group is a growing group, and therefore we are looking for a team oriented person who can effectively facilitate change and growth and the challenges that both bring. This position requires the ability to work independently as well as to be able to interact and build relationships with internal clients. Externally, this position will interact with some of the Vertical Group's largest clients as well as niche, industry-specific vendors. Responsibilities include; developing forecast and segmentation models for industry-specific markets, building integrated models for forecasting IT spending to support the cross-industry vertical programs, gathering and analyzing survey, financial and economic data, working with IDC clients on their requests, inquiries, and consulting projects, building relationships and collaborating with industry business units and analysts, assisting with other ongoing research projects, developing a rapport with the entire Vertical Group to gather and process information skills. Advanced Excel skills required -ability to design, develop and maintain large Excel models for forecasting and Visual Basic programming in Excel highly desirable. Quantitative skills include; statistical/econometric analysis (linear regression, correlation interpretation). Proficient understanding of Information Technology with the ability and desire to stay current on new industry developments affecting technology needs. Also needed; strong project management skills, ability to interpret financial statements (10-K, income statement, balance sheet), ability to synthesize primary and secondary sources of data into forecasting assumptions, i.e. – ability to quantify qualitative information, strong written and oral communication skills, ability to develop relationships with other analysts, clients and prospects. Attributes of a successful candidate include; highly motivated, detail oriented, proactive, collaborative, analytical, creative, and curious. Undergraduate degree and 4 to 8 years related experience or equivalent ***Location: Framingham Ma***
Contact: M. Hockman, Fax: 508-935-4432, Email: idc_jobs@idc.com

Web Designer (NWW)
We are seeking a talented Web Designer to join our growing Audience Development team. This position will be responsible for assisting in the creation of compelling email advertisements, the design and implementation of custom web pages, mock-ups and sketches, and the production of sales collateral including brochures, newsletters, presentations and templates. In addition the web designer will work with the design team to ensure a consistent look for the brand across all print and online communications and ensure online marketing information content and design is fresh. This position requires a creative thinker, with ability to generate new and original ideas. Previous experience within a marketing or design environment a plus. BA in Graphic design and 1-2 years designing for the web required.
Location: Southborough MA
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Integrated Sales Manager (NWW)
Network World Inc. is seeking a dynamic, self-starting integrated sales professional with 2 years of online and print media sales experience. This professional must have a proven track record in creating new business opportunities, prospecting accounts and increasing current customer revenue. Ideal candidate will be a highly effective communicator with the ability to close a sale. Applicant must be able to work in a team environment .This position will require the ability to deal with various decision makers, including Director and VP levels and work with companies of all sizes. ***Location: Paramus NJ***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

CEO (PCW/MAC)
IDG is seeking an experienced online & print publishing executive to take the helm at PC World Communications & Mac Publishing. Reporting to the President of IDG Communications, the CEO will have full P&L responsibility and will lead the management team to increase the company's revenue and profit through successful management of its current products, including a website and monthly magazine and the development of new products. Qualified candidates should possess deep knowledge of the online & print publishing market, preferably in the consumer and/or technology space. Individual must also be able to thrive on the challenges of growing the organization and managing in a competitive, decentralized environment. Candidates should posses 15+ years of management experience and a proven track record of successful innovation in digital media. ***Location: San Francisco CA***
Contact: Piper Sheer, Fax: 508-490-6454, Phone: 508-935-4791, Email: piper_sheer@idg.com

Video Producer (IDGE)
We are looking for an experienced video producer to plan, manage, and continue to grow IDG Entertainment's online video network. The producer will not only facilitate the creation of original video content across our network of websites, but will have a hand in writing, producing, directing, shooting, and editing material as needed. Skill requirements include: Final Cut Pro and Photoshop, color-correction, segment producing, pitch meetings, camera techniques for video, online video (encoding, streaming, management, etc), managing a team, excellent communication and organizational skills, budgeting and cost-analysis, developing new content, programming, coverage, and planning for live events. A passion for video games is essential and games industry experience is a major plus. ***Location: San Francisco CA***
Contact: L. Hess, Fax: 415-974-7316, Phone: 415-978-3185, Email: jobs@gamepro.com

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG

Current Jobs, Week of May 21, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	IS	IT Systems Administrator	Framingham MA	Julie Lynch	jlynch@computerworld.com	508-820-8162
	Mktg	Marketing Manager	Framingham MA	Julie Lynch	jlynch@computerworld.com	508-820-8163
CXO Media						
	Edit	Senior Fact Checker	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Online	Web Producer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	Framingham MA, Paramus NJ	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Regional Sales Manager	Chicago IL	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Sales Associate	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
Government Insights						
	Research	Research Analyst, Government Insights	Falls Church VA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive	Falls Church VA	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Consulting	Consulting Director, Vertical Markets	Framingham MA	L. Bachand	lbachand@idc.com	508-935-4624
	Consulting	Consulting Manager, Infrastructure Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Product Manager	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Intern, Enterprise Computing Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Program Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Program Manager, WW Tracker Program	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Enterprise Networks	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Intern, Industry Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Research VP, Enterprise Storage	Framingham MA, San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Application Development Software	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Application Outsourcing Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, BPO Services: Market Opportunities by Key Business Processes	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Business Voice Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Network and Service Management	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
IDC - Financial Insights						
	Consulting	Consulting Director	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC- Canada						
	Research	Sr. Research Analyst	Toronto Canada	Jim Klepper	jklepper@idc.com	508-935-4143
	Research	Sr. Research Analyst, Canadian Security Market	Toronto Canada	Susan Brown	sbrown@idc.com	508-935-4099
IDG Central Services						
		Facilities and Office Services Coordinator	San Francisco CA	Job Opportunities	jobopps@idg.com	
IDG Entertainment						
	Intern	Video Production Intern	San Francisco CA	W. Chan	wchan@gamepro.com	415-974-7347
	Online	Associate Web Producer	San Francisco CA	L.Hess	jobs@gamepro.com	415-978-3185
	Online	Video Producer	San Francisco CA	L.Hess	jobs@gamepro.com	415-978-3185
	Sales	Account Manger	New York NY		salesjobs@gamepro.com	
International Publishing Services						
	Intern	Public Relations Intern	Boston MA	Sara Scogland	sara_scogland@idg.com	508-935-4161
Manufacturing Insights						
	Research	Program Director, Supply Chain Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
Network World						
	Online	Senior Designer & Information Architect	Southborough MA	Eric Cormier	careers@nww.com	508-490-6454
	Online	VP Online Development and Custom Media	Southborough MA	Eric Cormier	careers@nww.com	508-490-6454
	Online	Web Designer	Southborough MA	Eric Cormier	careers@nww.com	508-490-6454
	Sales	Integrated Sales Manager	Paramus NJ	Eric Cormier	careers@nww.com	508-490-6454
	Sales	DEMO, National Account Manager	New York NY, San Francisco CA,	Eric Cormier	careers@nww.com	508-490-6454
PC World						
	Marketing	Email Marketing Manager	San Francisco CA	PCW Jobs	jobopps@pcworld.com	
	Tech	Sr. Applications Developer	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Tech	Web Applications Developer	San Francisco CA	Job Opportunities	jobopps@idg.com	
PC World/Macworld						
	Exec	CEO	San Francisco CA	Piper Sheer	piper_sheer@idg.com	508-935-4600
	Online Sales	Inside Sales Representative	Framingham MA	Job Opportunities	jobopps@idg.com	
	Online Sales	Inside Sales Representative	San Francisco CA	Job Opportunities	jobopps@idg.com	
World Expo						
	Events	Vice President, Event Development	Framingham MA	Sara Scogland	sara_scogland@idg.com	508-935-4161

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NWW Podcasts

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utes) look at the week's top industry news and items of interest on Networkworld.com, with host Online Editor **Jeff Caruso**.

- **Network World Panorama** is a weekly, occasionally twice weekly, 10- to 15-minute one-on-one interview show with industry experts on a variety of topics such as security, wireless, career advice and software development. Several NWW editors contribute to Panorama, depending on the show topic and guest.
- **LinuxCast** is hosted each week by LinuxWorld.com Editor **Don Marti**, who covers a variety of Linux-related news, topics and interviews.

Others who have assisted on podcasts include Editor **Beth Schultz**, Special Projects Editor **Julie Bort**, Senior Editors **Denise Dubie**, **Phil Hochmuth**, **Cara Garretson** and Senior Editor **John Cox**. "And [Senior System Support Specialist/Audio Engineer] **Brian Wood**," Meserve said. "We wouldn't sound as good without him."

The four main podcast series are stand-alone, but when they include topics related to other NWW.com stories they are cross-promoted with those stories. NWW also creates special audio-file podcasts for specific stories; for example, editors who record their interviews for stories can turn them into audio Q&As to run with the article. (To see all of NWW's podcasts go to http://www.networkworld.com/podcasts.)

"We saw additional downloads after redesigning our main podcast pages and giving users the ability to subscribe via iTunes and RSS feeds for all of our major series," Shaw said. He added that having an embedded player in the podcast area of the NWW site from the beginning was important because "that's where the majority of our downloads occur. Users see the player with a story, and they know there's an audio feed available, which we hope drives them to our other podcasts," Shaw said. NWW recently began using a smaller embedded player, the coding for which NWW got from InfoWorld, on other Web pages, making podcasts available and visible across the site.

Security-related podcasts always do well as well as some careers issues, such as hot job skills and how to boost one's resume.

Shaw attributed NWW's podcasts' popularity to several factors. "On Twisted Pair, for example, the style of the show invites the listener to be entertained and informed in an audio setting rather than making them read a story. We like to think our listeners play the podcast in the background while they work." Other shows offer a quick chance to catch up on news or other topics. Since the podcasts can be downloaded onto an iPod or other portable music player, "listeners can take podcasts with them instead of carrying around a bunch of magazines to read on an airplane," Shaw said.

Security-related podcasts always do well, Shaw said, as well as some careers issues such as hot job skills and how to boost one's resume. He said that the weekly news podcasts see an uptick in popularity "when we go on the road to a trade show such as the Consumer Electronics Show or DEMO."

NWW's podcasts are not currently sponsored, Shaw said, "but we are working with the sales department to get them excited about selling sponsorships for podcasts." NWW is also exploring dynamic podcast ad insertion platforms, so the staff can rotate podcast ads into a show instead of hardcoding them into a specific show. "This will let us sell older inventory, which in some cases has a longer shelf life," Shaw said.

For more information contact Keith Shaw at kshaw@nww.com. WU

European Online Meeting presentations are on IDG Central

The IDG Online Technologies site was just one of the topics discussed at last month's European Online Meeting in Munich. Go to the IDG Global Meetings section of IDG Central to view presentations on webcasting, lead generation, online revenue streams, mobile advertising and more.

Online tool database

continued from page 1

monthly impressions and unique visitors), infrastructure and hosting, platform, development tools and other supporting tools related to areas such as search or lead generation. They can also view reports that combine data from all the countries.

For example, if they want to see detailed information about ad-serving platforms, they can generate a view and report that shows each country's provider, product name, date installed, upfront costs, integration costs and yearly costs (all specified in euros).

The site also includes contact information for IDG online commercial, technical and financial people who have contributed information to the site so far. All IDG European business units are encouraged to participate and include as much detailed information as possible.

Hurlstone said the information will be useful to all IDG employees who are involved in making Web investment decisions. Apart from the data being useful for individual business units, Hurlstone said he hopes that IDG can leverage economies of scale where applications are being used across Europe.

Go to http://iot.idg.co.uk to request a login/password online, or write directly to webmaster@idg.co.uk. WU

noteworthy people

Transfers

Amy Bonner moves from her role as account executive with IDG List Services to a new role as sales manager with IDG World Expo. After handling list rental sales for several of IDG's postal, telemarketing and e-mail databases, she will now be selling the LinuxWorld and Next Generation Data Center events. She holds a B.A. in communications from the University of Massachusetts/Amherst and enjoys spending time with her 12-year-old golden retriever Maddie – "and my 34-year-old husband Jamie!" — cooking, reading, skiing Vermont in the winter and going to Block Island in the summer. *amy_bonner@idg.com*

Parker

PC World Online Community Manager **Kellie Parker** moves from the business development department to editorial where she will report to VP, Editor-in-chief **Harry McCracken** and work closely with the entire team "to take PC World's approach to community to the next level," McCracken said. "That means making forums and user reviews even better than they are now, but we'll also work hard to integrate editor-generated content with community contributions all over the place, in new and innovative ways." Parker will also continue to work with Macworld on its community. *kellie_parker@pcworld.com*

IDG WORLD UPDATE

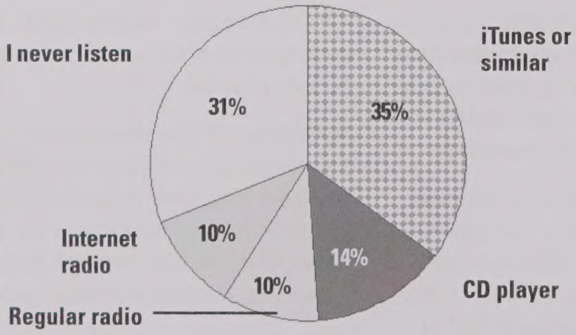
Lake

PC World Senior Web Producer **David Lake** moves from the San Francisco monthly's editorial department to the business development team as manager, Business Development, reporting to VP of business development **Ulla McGee**. "David will continue to be a key contributor to major pan-department projects," said PCW VP, Editor-in-chief Harry McCracken said. "His expertise at keeping projects on track and balancing the competing needs of multiple groups will be even more hugely valuable to PC World than ever." *david_lake@pcworld.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the Week for May 14

How do you usually listen to music while at the keyboard?



Log on to http://www.idgcentral.com to vote on this week's question: How much spam do you deal with at work?

Employee blogs

Having a problem with trolls? Are full-text or partial-text RSS feeds best? Share your experiences through IDG Central's blogs

IDG Central features two blogs from employees who are posting observations about their experiences in the online world.

PC World and Mac Publishing Online Community Manager **Kellie Parker**, who writes the Community Gardening blog, recently took on the subject of undesirable community members:

"Trolls" — that is, people who come to your community for the sole purpose of creating a disruption — are a sad fact of life in communities. My friend Howard just sent me Cory Doctorow's column from Information Week, aptly titled How to Keep Hostile Jerks from Taking Over Your Online Community. It's a great read, and good advice." Here's an excerpt:

"You can deal with trolls in many ways. Many trolls are perfectly nice in real life. Sometimes, just calling them on the phone and confronting them with the human being at the other end of their attacks is enough to sober them up....Joshua Schachter, founder of del.icio.us, tells me that he once cured a mailing-list of its flame-wars by inserting a ten-minute delay between messages being sent to the list and their delivery. The delay was enough to allow tempers to cool between messages. A similar strategy is to require you to preview your post before publishing it."

Parker asks IDG readers: "Do you have a troll problem in your community? How have you successfully dealt with it?"If you have a contribution, post it on her blog. (Suggestions may also be reprinted in IDG World Update.)

InfoWorld VP/General Manager **Virginia Hines** recently talked about full-text vs. partial text RSS feeds in her blog, Reinventing Media:

"InfoWorld has had...an ongoing debate about whether the feeds should be full-text or only excerpts that required clicking through to the site to read the entire article. Full-text advocates believed that the user experience of requiring a click might be too high a hurdle. On the other hand, partial text gives readers an incentive to click through to the site and be exposed to additional content and advertising there. Recently we changed all of our feeds from full to partial text and waited to see what happened. So far the result has been positive: an aggregate 22% increase in click-throughs from RSS. With this vote of confidence from our audience, we will stick with the partial-text approach."

Go to http://www.idgcentral.com to get in on the conversation for both of these employee blogs.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Bob Wescott *Computerworld*

22
Donald Best *IDC*

20
Mary Boone *IDC*

19
Vicki Peilen *PC World*

17
Adele Lee *IDC*

16
Trace Weatherford *IDC*

15
Jean Dellarobba *Computerworld*

13
Julia King *Computerworld*
Elisabeth Rainge *IDC*

11
Mari Keefe *Computerworld*
James Westcott *IDC Canada*
Julie Ross *IDC Canada*

10
Toby Hurlstone *IDG U.K.*

9
Robert O'Donnell *IDC*

8
Sandy Weill *Computerworld*
Jonathan Guloyan *IDC*
Ludmila Kozina *IDC*
Marc Lowell *IDC*
Denise Watzema *IDG Netherlands*

7
Deborah Crimmings *Computerworld*
Robert Mitchell *Computerworld*
Bill Rigby *Computerworld*
Todd Weiss *Computerworld*
Owen Edwards *Computerworld*
Brian Bingham *IDC*
Luisa Garcia *IDC*
Thomas Heim *IDC*
Carla Arend *IDC Denmark*
Lily Lin *IDC Australia*

6
Kevin Gerich *Computerworld*
Jiro Hirose *IDG Japan*
Richard Clooke *PC Advisor*
Anders Huldt *IDG Sweden*

4
Maureen Coughlan *IDC*

3
Chris DaRosa *Computerworld*
Jakub Stolarski *IDC*
Xiao-Fei Zhang *IDC*
Lakshmi Rebbapragada *PC World*

2
Jason O'Leary *Computerworld*
Jeffrey Dong *IDC China*
Dorothy Yang *IDC China*
Joyes Lim *IDC Singapore*
Andreas Kloss *IDG Sweden*

1
Carla Dempsey *Computerworld*
Patrick Murphy *Techworld U.K.*
Maureen Fleming *IDC*
Larry Fauscette *IDC*
Kate McDonald *IDG Australia*
Jesse Sutton *IDG Australia*
Adam Spritzman *IDC*
Jason Croci *Network World*

Don't see your business unit's anniversaries?

Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Be first in your department to know!

IDG employees can receive IDG World Update as a PDF file via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

One on one

continued from page 3

ner underwritten by a sponsor with guest speakers that will reinforce the Security Standard brand. What we've learned is that this audience puts great value in spending time with their peers and wants more events that give them that opportunity.

Q Last fall you launched DEMO in China. Any plans for more international expansion?

A Global expansion is a big part of our overall growth strategy for DEMO. Each new event drives attendance, sponsorship and traffic to the network of DEMO events and Web sites. We just signed our second international license with IDG Germany. DEMO will be in Munich this October and serve the European market. We recently announced the second annual DEMO China for Beijing in September. Last year's was held an hour outside Beijing, but this year's will be in Beijing proper, making it more accessible to the international community. The first event was very well received, the feedback was fantastic, and this year organizers plan to increase the number of companies asked to demonstrate their new products at the event from 30 to upwards of 70. There is clearly value for an event like this in China since there's nothing else like it, and we're committed to tapping the tremendous growth potential for these types of events there.

Q Are you looking for other IDG partnerships for DEMO?

A DEMO needs a critical mass of innovators, investors and media to succeed as a live event in any given market. Consequently, each market opportunity must be evaluated on a case-by-case basis. On the Web, however, we would like to partner with other IDG business units around the world by providing open access to the library of demonstrator videos that will be generated at our upcoming DEMOfall event in September. While we are still working out the details, our goal is to offer any interested IDG business unit free access to our video content to leverage on their own sites.

For DEMO, this added exposure provides another great benefit to our demonstrators. For participating IDG business units, this opportunity provides direct access to valuable video content to drive more traffic and, we hope, more revenue to their sites. Interested business units should contact **Mike Garity**, our senior director of marketing and business development at mgarity@nww.com for details.

Who would you like to hear from?

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

celebrating 10!

Name
Patty Chisholm

Home
Shrewsbury, Mass.

Joined IDG
January 1995

Career path
Human Resources Manager for the IDG Human Resources Services division, Director HRSD, VP HRSD, VP HR, CXO Media.

Current responsibilities
As VP HR for CXO Media I provide HR services/strategy and consulting to the management team and employees of CXO Media.

Most challenging part of your job
The people (I'm kidding). Like for most people, it's trying to juggle it all. I wish there were 28 hours in a day so I could accomplish as much as I'd like to.

Best part of your job
The people (I'm not kidding). While it sounds cliché, I feel fortunate to be a part of a company with so many talented people. IDG's culture and high standards allow us to attract smart, creative people with high integrity. Many new hires stop by to mention how impressed they are with their new colleagues.

Latest accomplishment
Moving to a new house a few miles across town in the dead of winter during my son's hockey and basketball play-off weekend.

Best way someone could compliment you on your work
By saying that I've had an impact — that I've helped to move the business forward, come up with a creative solution, helped someone be more effective or to see another possibility.

Interests outside the office
Spending time with family and friends, attending the kids' school and sporting events, traveling, and thinking about going to the gym.

Family
My husband Ron and children: Dan 20, Andy 18, Ali 16, Connor 14.

Most rewarding thing you've ever done
Raising my son and now my three stepchildren. It's been truly amazing and a privilege to help them grow into teenagers and young adults.

What book is on your bedside table?
Usually the latest Michael Connelly book along with several health and fitness magazines. I believe reading about fitness counts as a workout.

*CXO Media's **Patty Chisholm** was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating her 10 years of service to IDG.*

Fantasy job
Anything creative: artist, singer, musician. Given my lack of talent, it truly would be a fantasy.

What is the last good deed you did?
We've moved recently so we're in the process of donating household items to several charitable organizations that assist women and children.

Most prized possession
Besides family, it would have to be photos, some special momentos from my childhood and the "memory trunk" I made with my son.

Favorite vacation spot?
Anywhere with sun and sand.

What others can't tell just by looking at me
I'm actually 6 feet 2 inches. :-)

If you won the lottery tomorrow, you would
Take a few weeks off and then do volunteer work to help children's causes. And, of course, help our families with their financial obligations.

Manager's profile
"Patty's leadership and dedication have been instrumental to the turnaround and growth currently being experienced at CXO Media. She has helped transform CXO's processes and has created new programs that recognize the incredible accomplishments of the employees. Patty has made HR be a competitive advantage for CXO."

— Michael Friedenberg, president & CEO, CXO Media

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Claudia Corradi *IDC Italy*
John Gallant *Network World*
Donald Young *IDG World Expo*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

IDG WorldUpdate

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WWW.IDGCENTRAL.COM

PC for Alla ties price increase to support for environment

Portion of hike will benefit UN effort to support renewable energy projects

Inside this issue

Advisory board keeps CIO India in touch with audience *page 2*

One on one: Jana Pelikanova of IDG Czech is this week's columnist *page 3*

Weekly InfoWorld Express PDF keeps "printophiles" happy *page 4*

Mac Publishing extends Superguide lineup with Apple TV guide *page 5*

Calling all old cell phones! IDG World Expo employee collecting phones for soldiers *page 7*

New cartoon caption contest *page 8*

IDG Sweden's PC for Alla (PC World) is setting out to do well by doing good. Beginning this month, the cover price for issues sold on the newsstand will go up by 5 Swedish Krona (US$0.70) to 61.5 SEK ($9.00). At the same time, the publication is announcing an agreement with the United Nations to donate 1 Krona ($0.15) for each issue sold on the newsstand to the UN's Global Environment Facility project, the aim of which is to support renewable energy projects around the world.

The roots of this agreement actually stretch back about six months, noted PC for Alla Editor-in-chief **Fredrik Agren**. "That's when we began to see increasing numbers of our readers asking us questions about technology and the environment." Some of the questions such as those related to how to recycle electronics, alternate sources of power for computer equipment and vendors' wasteful use of materials in packaging their products, resulted in articles that ran in PC for Alla.

At around the same time, Agren noted, the staff had begun discussing the need to raise the magazine's cover price to help defray the losses from decreased newsstand sales and increased online competition.

CHRIS LONEBERG

PC for Alla staff who were involved in the UN project include: ***Pontus Jeppsson****, online editor, who came up with the idea to key in on the environment as an issue;* ***Daniel Binett****, business manager, who came up with the idea of increasing the cover price to "afford" the whole project;* ***Helena Reistad*** *and* ***Martin Appel*** *both senior editors, who advocated for the UN instead of some lesser known environmental organization;* ***Henrik Schönnings****, marketing director, and Editor-in-chief* ***Fredrik Agrén****.*

"But," said Agren, "how to increase the value of our magazine so that people would be willing to pay more?"

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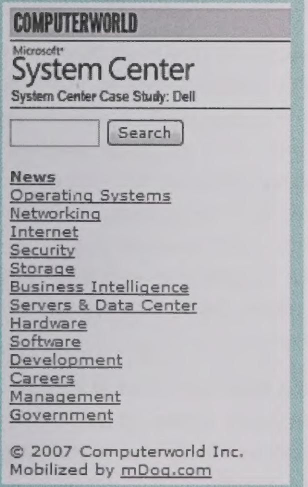
Microsoft signs exclusive ad deal for Web-tuned enterprise sites

In March, IDG became the first technology media company in the U.S. to ink a deal with mDog (www.mdog.com) to offer users access to Web sites that are specifically tailored for viewing on smart phones and other mobile devices. This month, Microsoft signed an exclusive $40,000, two-month deal to sponsor the mobilized versions of Computerworld.com, Networkworld.com, CIO.com and Infoworld.com. "This is a great win for us," noted IDG Corporate Sales Senior VP **Matthew Yorke**, "and much credit goes to [Director of Business Development] **Julie Proffer** for her hard work on this."

Under terms of the agreement, each page on these four sites will carry a small Microsoft banner near the top (see graphic). When a user clicks on a story, an interstitial text ad will appear across the middle of the story describing a case study from Microsoft that interested users can request by clicking on the link. The link takes users to a form on which they supply their email address to request that the white paper be sent to their email box. From that e-mail, they can link straight to the Microsoft case study on their Web site. "What's interesting at this stage of development is that most advertisers do not have mobile-enabled Web sites, but this will change very quickly, which will impact the monetization model," Yorke noted.

"This is a first for IT media," said Yorke. "We are still in the early days of experimenting and learning about our users' preferences with regard to mobile content, but interest is clearly there and growing," he said.

continued on page 2



Mobile users will see this banner for Microsoft's System Center case study when they log onto the Computerworld, Network World, CIO or Infoworld sites.

Weekly InfoWorld Express PDF keeps "printophiles" happy

InfoWorld's transition to an online-only product has prompted some strong responses from readers who miss the feel of paper in their hand — or at least the look of their favorite columns in a magazine format. To meet those needs — and without committing much time or expense — InfoWorld has responded with InfoWorld Express, an PDF featuring the previous week's top Web content as chosen by InfoWorld's editors.

A weekly feature article, selected Test Center reviews, and a collection of six columns and blogs are packaged in a single document ranging from 20 to 28 pages. Readers who want InfoWorld Express have to register at InfoWorld.com to receive a link to the free PDF by e-mail each Friday. More than 2,215 readers have signed up for the PDF so far, and InfoWorld Editor-in-chief **Steve Fox** said he hopes to continue to add a few hundred each week.

InfoWorld Express was introduced just a few weeks after the magazine's final print issue on April 2. According to Fox, "it was conceived as a way to reach out to 'printophiles' and maybe serve as a bridge product that will eventually coax those folks online."

According to Fox, the key to making the PDF work is to minimize the amount of time it takes to produce. Creative Director **Ben Barbante** fashioned a template for the PDF, and Managing Editor **Alec Wagner** spends about 3.5 hours a week on creating each new edition.

The newsletter that's sent out on Fridays with the link to the PDF has registered far higher open and click-through rates than IW's other newsletters, said InfoWorld VP/General Manager **Virginia Hines**. During the week of May 14 the newsletter had an open rate of 32% with a 55% click-through rate. "While the circulation is small, subscribers seem quite loyal," she said.

Currently there's no move to approach sponsors or include advertising in InfoWorld Express, but if the subscriber numbers grow, "that's certainly a possibility," Fox said. "We don't want to find ourselves going back to producing a print magazine, but an extra revenue stream couldn't hurt."

Asked what other tips he would offer other business units that might be considering going paperless, Fox said having something like the PDF in the pipeline ready to go as soon as regular print publication ceases would be helpful. "While I don't believe that content delivered in this manner is necessarily a major growth opportunity, it is an important way to reach out to some of your most qualified readers, many of whom are somewhat older and more credentialed than typical online readers."

Contact steve_fox@infoworld.com.

PDF checklist

InfoWorld
EXPRESS
SOA

InfoWorld Managing Editor **Alec Wagner** spends approximately 3.5 hours each week creating the InfoWorld Express PDF file. His tasks include:

- Sifting and gathering content from InfoWorld.com.
- Creating and styling an InDesign document from the template.
- Exporting the PDF and adding links within the document and to the Web.
- Sending the cover image, which appears on InfoWorld.com's home page, and the PDF to the FTP server.

See this article on IDG Central to access a full copy of a recent InfoWorld Express.

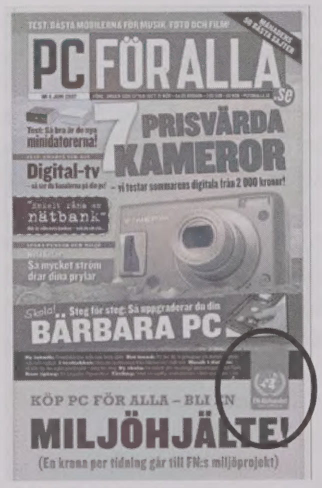
PC For Alla

continued from page 1

As the mail continued to reflect readers' concerns with technology's impact on the environment, the staff landed upon the idea of using a part of the price increase to support an organization working to protect the environment. Several were considered including Greenpeace and the Swedish Environmental Protection Agency before the group settled on the UN, which had spelled out its commitment to reducing environmental degradation in its Millenium Development Goals.

"I phoned the secretary-general of the United Nations Association of Sweden, Mr. Bonian Golmohammadi, to tell him about our idea. He was interested and we arranged a meeting," Agren said.

While PC for Alla has not committed to a set amount of money it will donate, Agren said he imagines that "our readers will love this" and that the program will run through at least the end of 2007. The publication will carry the UN logo on its front cover through the remainder of the year accompanied by text saying, "Buy PC för Alla - become an Environmental Hero!" Agren said he estimates the donation will be in the vicinity of $10,000 to $15,000 by the end of 2007.



Each issue of PC för Alla will now carry this UN logo on the front and urge consumers to Buy PC för Alla - become an Environmental Hero!"

Given the fact that the cover price increase means four of the five Kroner (US$.60) increase goes to IDG, "we get a little extra on the bottom line besides our good conscience!" Agren said.

For more information, contact Fredrik Agren at fredrik.agren@idg.se.

May 28, 2007

Junior Staff Accountant (CXO)

CXO Media is seeking a team-oriented, motivated Jr. Staff Accountant to work in our Finance Department. Responsibilities will include auditing and processing of billings for multiple product lines (including print, online, and events); daily auditing and processing of accounts payable, expense reports and maintaining A/P files; respond and resolve clients, vendors and employee inquiries and investigate any discrepancies; preparing general ledger entries (accruals, deferrals and reallocation of expenses); reconciliation of balance sheet accounts; assist with the month-end closing; maintain integrity of accounting information by regularly updating files and spreadsheets. Requirements include excellent analytical, organizational and written/verbal communication skills, plus the initiative to work independently and the ability to manage multiple assignments. Strong attention to detail, professionalism, dependability and confidentiality are essential requirements of the position. A bachelor degree in Accounting/Finance or equivalent work experience is required along with 2 + years of relevant accounting experience. The ideal candidate must be a fast learner, resourceful, with strong customer service skills. Must be able to work in fast setting work environment and still maintain work accuracy and meet required deadlines. Proficiency in Excel spreadsheets and Accounting software is required. Knowledge of Lotus Notes and MS Office is a plus. ***Location: Framingham MA***
Contact: Pauline Boyle, Fax: 508-875-4489, Email: cxojobs@cxo.com

Intern, Financial Insights (FI)

Financial Insights, an IDC company, provides industry business leaders with informed opinions on the technologies required to create a competitive advantage. Our research covers topics of strategic importance to banks, insurance companies, asset management firms, securities brokerages, and diversified financial institutions globally. Financial Insights has a database administrator/research internship opportunity that will provide a motivated student with practical, "real-world" experience and a chance to learn more about the opportunities within a market research firm. The internship is part-time (25 - 30 hours/week). Hours are flexible. We anticipate that the project will require a minimum 6-8 weeks to complete. (Please note there is flexibility in the hours and schedule.) Financial Insights has a partnership with a leading industry publication, American Banker, which ranks the top 100 financial services providers to the financial sector on an annual basis. This is a very high profile project within the industry and within Financial Insights. The project work results in a publishable database that Financial insights uses to support additional research efforts and offers for sale to clients. This extensive database contains the top 400+ technology providers and specialty financial services vendors in the industry with factual information about their products, their size and focus. Analysis is required to determine which companies generate the most revenues from the financial services industry. Commentary and final verification is provided by Financial Insights analysts. The intern will help with development and administration of the online survey tool, will provide front-line support to respondents who require additional information, and will work with Financial Insights analysts to develop a new database in which to store the results. The intern will assist with analyzing the results and working with our world-wide team of analysts to review submissions. Clients use our research to guide their internal investment decisions, help them plan for future technology needs, benchmark against competitors, and stay current on solution offerings. We provide customers an open dialogue with our expert analysts to support key investment decisions. Qualifications include; undergraduate business degree candidate or recent graduate, strong computer skills and ability to adapt to and learn new software and web-based systems, proficient with Microsoft Excel and Access, working knowledge of Lotus Notes preferred, strong editorial and telephone skills ideal, excellent oral and written communication skills as well as interpersonal skills and strong attention to detail and ability to multi-task while maintaining quality. Applicants should be team players with the ability to work in a fast paced environment. To apply, please submit resume to idc_jobs@idc.com and reference "Financial Insights Intern" in your subject line. ***Location: Framingham MA***
Contact: S. McCallum, Fax: 508-935-4432, Email: idc_jobs@idc.com

Research Director, Technical Computing (IDC)

IDC's Technical Computing Group seeks a seasoned HPC professional with experience and knowledge of technical computing servers, end-users, and related technologies in areas like processors, interconnects, programming models, storage, software, etc. This is an individual contributor role responsible for creating and delivering research and value-added consulting business for the program. The Technical Computing Program at IDC is an established program with a large client base and diversified client deliverables. The individual will join a team of industry leading HPC analysts and should be skilled at the following: driving high quality research on HPC technical computing topic, new trends and concerns including issues from entry level servers up to Petascale programs; developing strategic partnerships with new and existing clients; engaging in consulting practices; presenting at industry, user and vendor forums raising the visibility of thought leadership views on industry trends; identifying key market trends via quantitative and qualitative analysis, forecasting, and assessing competitive trends. Specific responsibilities involve working with IDC HPC analysts and sales in qualifying new research opportunities and working as part of the team to complete research projects. About 20% of the candidate's time should be in participating on sales calls and presentations for clients. A key role is working with HPC user sites around the world although mostly in the US, to better understand their requirements and how their HPC environments are evolving. Assist vendor clients with strategies for current and emerging market opportunities. Analyze and identify HPC alternatives consisting of multiple technologies, multiple suppliers, and varied customer segments. Write and publish timely, thoughtful, and opinionated research. Periodically present at industry and vendor forums. The successful candidate must have 10+ years of HPC experience as an end-user or as a vendor. Also required is an in-depth understanding of the technical and market issues in the HPC industry. Candidates must be recognized in the industry for thought leadership on the future of HPC and have the skills required for conducting and completing the research projects. A Bachelors degree in Computer Science/Engineering or business is desired, an MBA is desirable. Travel is required nationally and internationally. Position is based in Framingham MA or Minnesota or San Mateo, CA. ***Location: Framingham MA***
Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com

Ad Ops Coordinator (IDGE)

IDG Entertainment is seeking a confident, detail-oriented, self-starter who is able to handle multiple tasks to fill our Ad Operations Specialist position. The Ad Operations Specialist is primarily responsible for implementing, maintaining, and enhancing complex online advertising campaigns. This position involves sales and client support, campaign project management, execution and reporting. Responsibilities include: implementing online campaigns through ad serving software, monitoring and ensuring guaranteed delivery of online campaign, interacting with Sales and Production to ensure delivery of custom products, analyzing inventory needs on a campaign-by-campaign basis, reporting campaign results to clients, working with Finance and Sales to complete billing, and working with Development/Production to implement new ad technologies. Requirements include 1-2 years related work experience with DART or other ad serving solutions. Proficiency with Excel and a basic understanding of HTML is required. Experience with ad serving software (DFP, DFA, Atlas, OAS, etc) and HTML/JavaScript a plus.
Location: San Francisco CA
Email: jobs@gamepro.com

Mac Publishing extends Superguide lineup with Apple TV guide

Books feature repurposed, original content; available online in PDF format

For Mac & Windows
Macworld
APPLE TV
SUPERGUIDE

The 57-page Apple TV Superguide was released just a month after the Apple TV product hit store shelves.

Mac Publishing recently released the Macworld Apple TV Superguide, the fourth in its series of Superguides, a profitable book-form repurposing of content from Macworld and the Mac Publishing Web sites.

"Much of the Superguide text was originally written for the Web and for the printed magazine and then reworked for the book," Macworld Senior Editor **Kelly Turner** said. "When a new product comes out, our writers and editors work furiously to try to get as much information and hands-on experience to readers as quickly as possible. This results in a lot of small stories spread over many weeks." The Superguide gives Mac Publishing a way to bring all of those separate elements together, add context and updated details to give readers a complete package on the subject.

Apple Computer, Inc.'s Apple TV wirelessly syncs iTunes-downloaded movies, TV shows, music and podcasts from a Mac or PC to a television. Apple TV hit the market in late March, and the 57-page Superguide was released a little more than a month later.

The Apple TV Superguide offers step-by-step advice for setting up and navigating the system, tips for better organizing digital content and converting video files, troubleshooting advice and a guide to upgrading the Apple TV's hard drive.

Turner was the lead editor on the project, as she has been on the previous Superguides, "but these really are a team effort," she said. "Contributing Editor **Chris Breen** wrote much of our initial coverage of the Apple TV and helped update a lot of the older content. Senior Editor **Dan Frakes**; Senior Editor, News, **Jonathan Seff**; and VP, Editorial Director **Jason Snell** also contributed heavily to the book."

Mac Publishing's Apple TV Superguide follows others on Macintosh basics, digital photography, the iPod and iTunes (the latter two each had two editions). "Each book presents its own challenges," Turner said. "This one was unique because it was about an entirely new product for which we didn't already lots of content handy. So we were generating stories for three mediums at the same time. It's also the quickest one that we've done." Turner predicted the next Superguide will focus on Apple's iPhone, which will be released in June.

Turner said she believed the Apple TV Superguide is the first book of its kind on the market. It is being promoted through targeted e-mails to Macworld's subscriber, newsletter and Webstore lists; through ads on Macworld subscription order confirmation pages and its e-newsletters; through text links on Macworld.com that send readers to a Superguide landing page; and through TidBits, a third-party publication. The Apple TV Superguide can also be bought bundled with the iPod and iTunes books on the Webstore site (http://www.macworld.com/products/superguide). **Lisa Radler**, director, Retention Marketing for PC World and Mac Publishing, said sales for the Superguides have averaged 4,400 copies or US$60,000 per book.

The Macworld Apple TV Superguide is available as a downloadable PDF file for US$12.95, as a PDF on a CD for $15 and as a bound book for $19.95. It can be ordered in all formats at http://www.macworld.com/products/superguide/appletv/.

For more information contact Kelly Turner at kturner@macworld.com.

One on one

continued from page 3

business in the B2B segment, but they don't have the same kind of high-quality reader/subscriber database that we do. I believe that one bad experience with these newcomers will cause clients to return to us.

Q **What is the biggest challenge facing IDG Czech looking ahead to 2008?**

A At the time IDG Czech changed managing directors late last year, the same change happened at our second biggest competitor, ComputerPress publishing (Vogel Burda is our top competitor). However, ComputerPress' business did not improve, and there are rumors they may declare insolvency. We have endured this change, and, I think, very successfully. IDG now has the market status it deserves, and although it has been a very difficult year, we will be in the black for the first time in eight years. We have consolidated and defined new activities. Our focus next year will be online. We will double the number of events. A true challenge is to improve the situation of print PCW. It must be at least slightly profitable, as the time is not right yet to migrate all PCW into online. The print magazine is recognized as the premium brand in the Czech market, and it would severely damage our IDG brand if we were to close it now.

noteworthy people

Promotions

IDC New Zealand Country Manager **Graeme Muller** has been named managing director, Pacific (Australia and New Zealand), reporting directly to **Eva Au**, IDC Asia Pacific managing director. "With Graeme's broad experience working across the A/P geography, plus his experience in research encompassing services, telecommunications and hardware markets, I am confident that he will serve in his role well," Au said. "Graeme has been with IDC for almost four years, progressing in his career from research manager, Services, to country manager, New Zealand." *gmuller@idc.com*

IDC New Zealand Consulting Manager **Amit Gupta** moves up to country manager, New Zealand, taking over for Graeme Muller. "Amit's track record in business development and more recently in strategic planning as part of his role being the SWAT Leader for Processes makes him an obvious choice for this role," said IDC Asia Pacific Managing Director Eva Au. *agupta@idc.com*

PC World.com Senior Account Manager **Mark Barreca** has been promoted to associate publisher, PCWorld Online. "In his new role he will have the online sales representatives reporting directly to him, will help the print reps with lead-generation programs and still maintain a territory for PCW.com," said Senior Vice President and Group Publisher **Michael Carroll**. "Mark has been with the company for four years and in that time has done an outstanding job for PCW.com. He has shown a strong ability to attract new advertisers, has consistently been at or over quota and has done a fantastic job in developing unique and profitable marketing campaigns that go way beyond selling banners. He has also shown great communication and leadership skills in his time here and has earned the respect of all his online counterparts and co-workers. It's this type of commitment, desire and can-do attitude that will help take PCW.com to the next level." *mark_barreca@pcworld.com*

New employees

Dan Hirsh is Network World's new VP, online development and custom media. He was previously VP, online media and marketing with Reed Business Information where he was in charge of the development, enhancement and sales of online and custom integrated media solutions. He holds a B.A. in computer science from Brandeis University in Waltham, Mass., and an M.B.A. from Boston University. In his free time he enjoys skiing, gardening, reading and "keeping my three young children entertained." A carpenter and woodworker, he hopes to have his deck "finished in time for summer!" *dhirsh@nww.com*

Gardner

Jillian Gardner is IDG Human Resources Services' new HR coordinator, coming from the United States Environmental Protection Agency where she was a student trainee in the HR department. She holds a B.S. in business administration from Boston's Northeastern University. Away from the office she enjoys running and power yoga. *jillian_gardner@idg.com*

Laura Robertson has joined IDG U.K. as administrative assistant/office manager. She was recently deputy administrative manager for LA Fitness. She graduated from the University of Hertfordshire in Hatfield, U.K., with a B.S. in psychology. After hours she enjoys photography, socializing with family and friends, listening to music and watching films. *laura_robertson@idg.co.uk*

Andrew Ong is the new market analyst with IDC Singapore's Communications Research Group. Prior to joining IDC, he spent three years with Euromonitor International (Asia/Pacific) and Synovate Healthcare, doing data analysis and presenting at business conferences. He holds a B.S. in business with a double major in accountancy and international business from the University of Technology in Sydney, Australia. *aong@idc.com*

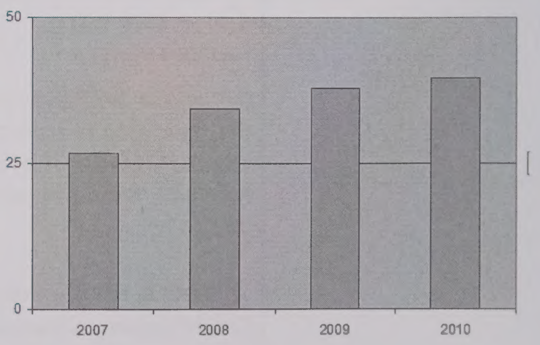
Also new at IDC Singapore is Senior Software Developer **P.V. Ramesh Babu**. With more than eight years of commercial and business software development experience, he has extensive experience in object-oriented design, analysis and programming, strong technical, analytical and debugging skills and is familiar with the entire software development life cycle and software quality issues. He graduated from Andhra University in Visakhapatnam, India, has completed a post-graduate diploma certificate in computer applications and has a professional certification as MCAD (Microsoft Application Developer). A father of a toddler, he also enjoys playing chess and surfing the Internet during his free time. *rameshpvb@idc.com*

Kevin Li joins IDC China in Beijing as senior market analyst with the Communications Research group. Prior to joining IDC, he spent four years at the Guangdong Planning and Design Institute of Telecommunications as a telecommunications senior consultant and manager. The institute is a subsidiary of Guangdong Telecom, the largest provincial fixed line carrier in China, and Li worked for many carriers on strategic and tactical consulting projects, including China Telecom, China Mobile and China Unicom. He holds an M.A. in information management from Shanghai University and enjoys watching movies, reading and traveling. *kli@idc.com*

Send information for the Noteworthy section to world_update@idg.com.

Fast Fact

U.S. Windows Mobile OS Shipments



IDC predicts the U.S. market share of Windows-based smartphones will grow from just over 25% in 2007 to almost 40% by 2010.

IDC

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Francisco Zabala *IDG Spain*
Walter Kainz *IDG Germany*
Rudolph Schuster *IDG Germany*

21
Martin Hingley *IDC U.K.*

20
Michael Deutsch *IDC*
Susanne Kratoschka *IDG Germany*
Gaby Kirschbaum *IDG Switzerland*

19
Anthoula Andrisani *IT World Canada*

18
Eric Cormier *Network World*

17
Mandy Wong *IDG*

16
Noboru Masuda *IDG Japan*
Paula DeMeo *IDG*

15
Marlene Buschbeck-Idlachemi *IDG Germany*

13
Ralphe Manzoni Jr. *IDG Spain*
Jim Sullivan *IDG Int'l Publishing Services*

12
Albie Minkovitz *IDG Research Services*
Michael Hall *IDG*
Karen Smalarz *IDG*
Nancy Koral *IDG Research Services*

11
Ann Hall *IDG Australia*
Shelley Aronson *IDC*
Christopher Gould *IDG U.K.*
Sandrine Gissinger *IDG France*
Daniel Rougier *IDG France*

10
Gabriele Dineiger *IDG Germany*
Klaus Maurer *IDG Germany*
Malgorzata Kubecka *IDG Poland*

9
Cheryl Quinn *IT World Canada*
Izabella Milke *IDG Poland*
Zhou Xu *IDG Asia*

8
Karen Funk *IDG Germany*
Verena Ottmann *IDG Germany*
Christine Vetter *IDG Germany*
Simone Bos *IDG Netherlands*
Shunsuke Murahashi *IDC Japan*
Niels Velieborg *IDG Denmark*
Christina Steensboe *IDC Nordic/Denmark*
Rich Green *IDG List Services*

7
Jennifer Werner *Mac Publishing*
Erik Junesjö *IDG Sweden*
Scott Saunders *IDC*
Panagiotis Kolokythas *IDG Germany*
Chris Barnard *IDC Benelux*
Pedro Villafane *IDG*

6
Sonia Singh *IT World Canada*
Anna Demetriou *IT World Canada*
Cheryl Patfield *IT World Canada*
Tony Leung *PC World*
Horst Ellermann *IDG Germany*
David Wolski *IDG Germany*
Sonia Codispoti *Nuov@Periodici Italia*
Terese Patterson *IDG*
Jeffrey Kearns *IDG*
Leigh Mills *IDG*
Jennifer Duffin *IDG World Expo*

5
Raul Ceja *IDC Mexico*
Sascha Mutschler *IDG Germany*
Hector Nava *IDC Mexico*
Sascha Zäch *IDG Switzerland*

4
Angela Chen *IT World Canada*
Ana Chin *IT World Canada*
Shantini Singh *IT World Canada*
Luciana Almeida *IDC Brazil*
Bo Nordlin *IDG Sweden*
Yann Lange *IDG France*
Satoshi Matsumoto *IDC Japan*
Nelva Riley *IDG*

3
Anne Campbell *IDG U.K.*
Fabian Siegismund *IDG Germany*
Daniel Matschijewsky *IDG Germany*
Melissa Chau *IDC Singapore*
Elizabeth Enriquez *IDC Mexico*
Katie Leo *IDC*
Margaret Murray *IDC*
Suzanne Newton *IDC*

2
Christine Britsas *IT World Canada*
Mari-Len DeGuzman *IT World Canada*
Antonio Martinelli *Nuov@Periodici Italia*
Karen van Velzen *IDG Netherlands*
Adrian Ho *IDC Singapore*
Zbigniew Grzegorzewski *IDG Poland*
Andre Quintiliano *IDG Brazil*
Richard Shim *IDC*
Corinee Nowak *IDG*
Melinda Reilly *IDG Corporate Sales*
Alison Dwelley *IDG World Expo*

1
Nestor Arellano *IT World Canada*
Christine Monod *IT World Canada*
Yasmin Ranade *IT World Canada*
Barbara LaPenta *IDC Canada*
Célia Sarauza *IDC Brazil*
Nicole Stanton *IDC Australia*
Bradley Davids *IDC*
Bridget Kester *IDC*
Barbara Ryan *IDC*
Craig Williamson *IDC*
Debra Borstein *IDC*
Ingrid Rohmund *IDC*
Jon Starr *IDC*
Nadav Enbar *IDC*
Nicholas Lenssen *IDC*
Susann Hanson *IDC*
Shawn McNulty *IDC*
Ravi Vedala *IDC*
Victor Chong *IDG U.K.*
Manfred Riepl *IDG Germany*
Guido de Kanter *IDG Netherlands*
Felix Liu *IDC China*
Lukasz Bigo *IDG Poland*
Jakob Larsen *IDG Denmark*
Cristina Diaz *IDG Spain*
Abigail Swabey *IDG Australia*
Claudia Brown *IDG Connect*
Kristen Margulis *IDG World Expo*
Alison McCormack *IDG World Expo*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Calling all old cell phones!

CELL PHONES FOR SOLDIERS
OUR MISSION: HELP OUR TROOPS CALL HOME

IDG World Expo Sales Manager **Annie McKnight** is collecting unwanted cell phones on behalf of the Cell Phones for Soldiers program. Started by two Massachusetts teenagers in 2004, Cell Phones for Soldiers turns those old cell phones stuffed in drawers or lying around on shelves into prepaid calling cards that are sent to U.S. troops stationed overseas.

McKnight said she heard the program's founders, 13-year-old Brittany Bergquist and her 12-year-old brother Robbie of Norwell, Mass., interviewed on the radio recently and thought helping them would be a great way to help support U.S. servicemen and women.

The phones are sent to ReCellular, a company that collects, resells and recycles used wireless phones and accessories. ReCellular pays Cell Phones for Soldiers for each donated phone —on average, each phone represents 60 minutes of talk time on a calling card.

"No matter how people feel about the war in Iraq, this is a great way to help the men and women who are serving in the U.S. military throughout the world," McKnight said.

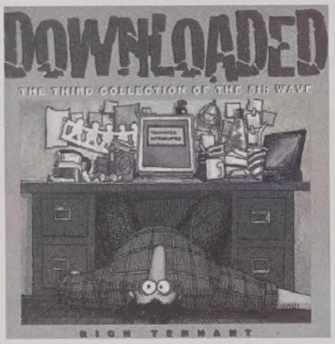
McKnight will be collecting cell phones through Aug. 1. If you would like to donate your old cell phone, send it to McKnight via interoffice or regular mail at 3 Speen Street, Suite 320, Framingham, Mass. 01701.

If you have any questions, contact McKnight at annie_mcknight@idg.com. Details about the Cell Phones for Soldiers program is available at http://www.cellphonesforsoldiers.com.

off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by June12.

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, Downloaded. The honorable mention winners will receive IDG World Update screen sweeps.



Send your creations to world_update@idg.com or fax them to 617-423-0712.

Coming up

IDC IT Forum & Expo
June 7-8
Boston
http://www.idcitexpo.com

ITWorld Canada CIO 100 Assembly
June 10-12
Niagara-on-the-lake, Ontario
http://www.itworldexpo.ca

IDC Enterprise Data Center Forum
June 18
San Francisco
http://www.idc.com

IDC Service-Oriented Architecture Forum
June 18
New York City
http://www.idc.com

IDC Virtualization 2.0 Forum
June 19
San Francisco
http://www.idc.com

IT Roadmap: Santa Clara
June 26
Santa Clara, Calif.
http://www.networkworld.com

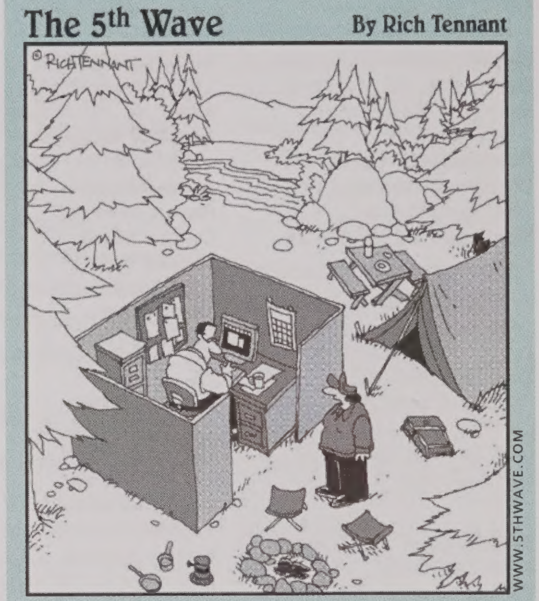
InfoWorld Enterprise Data Protection Executive Forum
June 26
New York City
http://www.infoworld.com

IDC Human Resources Forum/Canada
June 27
Toronto
http://www.idc.com

DEMO China
Sept. 5-7
Beijing
http://www.demochina.com.cn

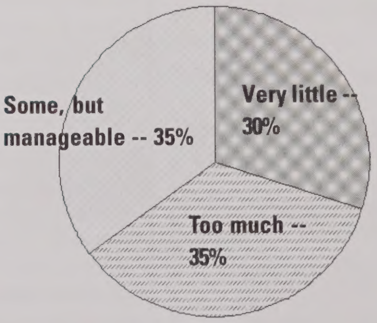
IT Roadmap: Dallas
Sept. 6
Dallas
http://www.networkworld.com

European ICT Forum
Sept. 10-11
Berlin
http://www.idc.com/events



Question of the Week results for May 21

How much spam do you deal with at work?



Log on to www.idgcentral.com to vote on this question: What breakthrough invention would you most like to see?

Post-your-own classified ads

Employees worldwide can post their own For Sale, For Rent, Wanted and Services ads on IDG Central's classified ad section. Vacation rentals are available in Maine, Massachusetts (Cape Cod), Miami, Arizona, Grand Cayman and other locales. Need a reliable painter? Looking to offload a backyard playset or used car? Want your teenager to experience life in Spain for a few weeks? Can you give a home to two cats? Check out the variety of ads at http://www.idgcentral.com.

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

PC World Portugal debuts as 50th member of the product line

IDG's 50th title in the PC World product line hit the newsstands in Portugal on May 11. Produced by BeProfit in its first license with IDG, the 136-page inaugural issue had a print run of 40,000. BeProfit General Manager **Pedro Melo** said the team, under the direction of Editor-in-chief **Carlos Sequeira**, is aiming for a regular circulation (newsstand and subscription) of 15,000 to 20,000 copies.

PC WORLD
40 DICAS
PARA TODOS OS UTILIZADORES DO WINDOWS VISTA e XP
Siga as nossas dicas e torne o seu computador mais rápido, seguro e eficaz
Macworld
Jogos

With content that appeals to both consumers and professional users, PC World Portugal also includes sections for Macintosh computing and games. Forty to fifty percent of the content will be locally produced, with the rest drawn from other PC World titles. The publication's Web site is http://www.pcworld.pt.

PC World Portugal competes against Exame Informatica, which leads the market in ad sales; three other established PC titles and two other new magazines targeted to the Windows Vista and Mac markets.

BeProfit promoted the new publication through ads in a variety of special-interest magazines (engineering, management, architecture, automotive and consumer electronics, among others) and a daily national newspaper and daily economist newspaper. It also used an e-mail mailing list with more than 330,000 names and promoted different aspects of the publication in five mailings to the group.

BeProfit produces two other IT magazines: CD-ROM Facil, a magazine for people new to computers and

continued on page 5

PC Worlds around the globe

The number of editions of products in the PC World portfolio are as follows:

North America	2
South America	11
Europe	25
Middle East/Africa	3
Asia/Pacific	9

IDG Connect aims to establish itself as No. 1 source of leads

Manages database of more than six million names, large white paper library

If Microsoft wanted to find potential C-level IT customers who worked for companies of a certain size in a certain region in order to get them white papers on Vista, how could it find them? By calling on IDG Connect and its customer database.

"We see ourselves as lead-generation content experts, using the leverage of IDG's content brands to drive leads that are complemented by our database," said IDG Connect General Manager **Frank Cutitta**. "We develop lead-gen programs by sending the prospects in our database information about vendors' content assets, such as white papers, webcasts and analytical tools. The prospect then registers for the content, and we invoice the vendor for each qualified lead we produce."

Vendors' content assets are also posted on the IDG Connect content library (http://www.idgconnect.com), which generates leads from search requests such as Google, as well as from customers who return to the site for archived content.

The Framingham, Mass.-based business unit's genesis goes back nearly four years when "it was apparent that lead generation would become a critical part of IDG's business," Cutitta said. Then IDG Senior VP/International, Cutitta worked on the original business plan of the project, which he said grew into a full-fledged lead-generation program about a year ago under the guidance of IDG Communications Executive VP/Online **Colin Crawford**.

IDG Connect's unified customer database (UCD) has more than six million records that have been culled from all of IDG's U.S. publications, Web sites and events that require a subscription or registration form. The database is updated as IDG's media and event companies collect new information on their constituencies. "We are also capturing customers' usage patterns so that we have a history of the specific content areas and the format of the content that the users register for," Cutitta said. "If a particular user is only interested in white papers on blade servers, we'll know that."

continued on page 4

Inside this issue

IDG Sweden forges deal for first Web TV ads with Nokia *page 2*

April profit margin report *page 2*

One on one: IDG Hungary Managing Director István Bíró *page 3*

CXO Media's Diane Martin celebrates 30 years *page 7*

Quick poll: IDG employees share traffic-generating story ideas *page 8*

in brief newsworthy

Full April publication profit margin report available on IDG Central

Each month, IDG's wholly owned publications in seven of the company's global product lines are ranked in descending order of profit margin. Below is the partial list for April.

CW/IW publications
1. Computerworld Czech
2. China Computerworld
3. Computerworld U.S.
4. Australian Computerworld
5. Szamitastechnika (Hungary)

PC World publications
1. PC World Hungary
2. PC Advisor (U.K.)
3. PC for Alla (Sweden)
4. PC Tipp (Switzerland)
5. PC World Espana (Spain)

Macworld publications
1. Macworld U.K.
2. Macworld Espana (Spain)
3. Macworld U.S.
4. Macwelt (Germany)
5. MacWorld (Sweden)

Networking publications
1. China Network World
2. China Telecom World
3. Networld (Poland)
4. Nettverk & Kommunikation (Norway)
5. Network World U.S.

Reseller publications
1. Australian Reseller News
2. IT-Branschen (Sweden)
3. China Computer Partner World
4. IT-Bransjen (Norway)
5. Dealer World (Spain)

Games publications
1. Australian GamePro
2. GameStar (Hungary)
3. GameStar Germany)
4. GamePro (Germany)
5. GameStar China

CIO publications
1. CIO Australia
2. CIO Japan
3. CIO France
4. China CEOCIO
5. CIO U.S.

Five survey respondents win American Express gift cheques

The World Update editors would like to thank the many employees who responded to the recent World Update/IDG Central online survey. IDG Research Services picked five respondents at random who had voluntarily entered their e-mail addresses into the drawing for $50 American Express gift cheques. The winners are:

Jean Della Robba, Computerworld
Eileen Smith, IDC
Reinaldo Roveri, IDC Brazil
Cristiane Tiscar, IDC Brazil
Matt Hines, InfoWorld

Congratulations!

Fast fact

Seventy percent of the information available on the Internet is now consumer generated.

— John Gantz, Chief Research Officer, IDC

IDG Sweden forges deal for first Web TV ads with Nokia

IDG Sweden recently sold its first Web TV ad, a milestone the company hopes will be the leading edge of a lucrative new revenue stream.

As part of its regular discussions with Nokia, IDG Sweden described the potential opportunity for including a brief ad prior to the regular programming on a number of IDG Sweden sites that offer Web TV segments. Nokia agreed, and provided a 10-second ad for its new mobile N95 device, the same ad that has also been appearing on regular network TV programs. The Nokia ad has been running for the last few weeks on all the IDG Sweden sites that offer Web TV programs: IDG.se, PC For Alla, M3, Computer Sweden, Internet World and Techworld.

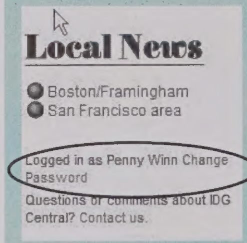
IDG Sweden's Web TV programs include product demonstrations by IDG editors and panel discussions with IDG Sweden editors on IT trends and current IT news and events. According to IDG.se Online Business Unit Director **Fredrik Bernsel**, an IDG Sweden TV program can get anywhere from 500 to 10,000 views; a typical video gets between 1,000 and 2,000 views.

Nokia is paying 38,400 SEK (US$5,583) for 100,000 impressions, a discounted rate for "first customer" status, Bernsel said. The regular list price for a Web TV ad will be 100,000 SEK ($14,539) for 100,000 impressions. Offers are currently out to several other potential clients.

Write to Fredrik Bernsel at bernsel@idg.se.

You can change your password for IDG Central

Do you find the computer-generated password sent to you when you requested access to IDG Central hard to remember? Changing it to the password of your choice is a simple process. Once you log on to IDG Central, scroll down the screen until you see the box labeled Local News in the left-hand column. Click on the link that says "Change Password" highlighted at left. The form below will appear on your screen. Enter your old, computer-supplied password in the top box and your new, easy-to-remember password underneath it. Submit the request and your new password can be used right away. And remember, if you originally requested access to both IDG Central and the IDG News Service, your new password will work for both sites.

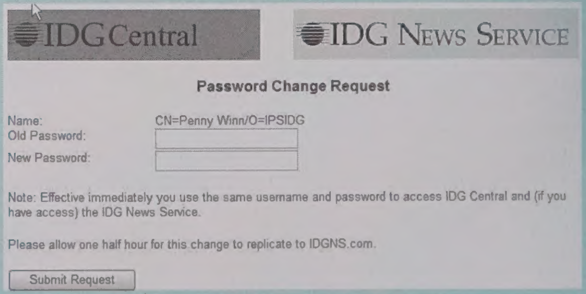


Local News

● Boston/Framingham
● San Francisco area

Logged in as Penny Winn Change Password

Questions or comments about IDG Central? Contact us.



Password Change Request

Name: CN=Penny Winn/O=IPSIDG
Old Password:
New Password:

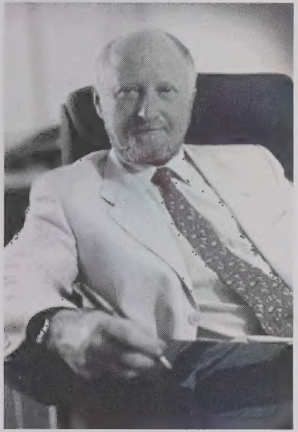
Note: Effective immediately you use the same username and password to access IDG Central and (if you have access) the IDG News Service.

Please allow one half hour for this change to replicate to IDGNS.com.

one on one the interview

István Bíró

The managing director of IDG Hungary is this week's columnist. Reach him at ibiro@idg.hu.



IDG Hungary at-a-glance

Established 1991 (IDG has had a presence in Hungary beginning in 1986 through a licensee.)

Location Budapest

Number of employees 57

Products

Print Publications

- Weekly
  Computerworld Számítástechnika (circ. 10,000)
- Monthly
  GameStar (circ. 22,900)
  PC World (27,540)

Online

In addition to the main site, http://idg.hu, IDG Hungary has 13 Web sites. Among those are online components of the print publications above; a recruitment advertising site; three newly acquired sites devoted to gaming, mobile devices and security; and a site small companies can use for storage and their own news and events.

Events

Nineteen events in 2007. Among the most successful: SOA forum (54 attendees, six partners); Games Developer Forum 2007 (380 attendees, eight partners); CIO forum event co-produced with a general trade weekly magazine; and many smaller workshops and training sessions

Q What is the Hungarian IT publishing market like and how does IDG Hungary fit in?

A There have been some radical changes in the publishing market during the past three years:

1. We have only one company as a real IT publishing competitor (Vogel Verlag, Germany) remaining; the others have died out. But the number of general trade magazines dealing with IT is growing rapidly, both in number of publications and ad pages. This makes the competition in the IT ad market harder than ever: shrinking ad budgets split among more and more players.
2. Online penetration, number of visits and page impressions are growing nicely but slower than the European average. Surveys show that the IT professionals and savvy computer users are more responsible for that growth than the general public, so IDG Hungary is taking advantage of that. Our online revenues have grown and profits are 12 times higher in FY07 than FY06.
3. The total circulation of the IT weeklies and magazines is shrinking (excluding the general trade magazines). But this decrease is slower than the European average and this is good news, as it allows us time until online revenues will solidly run up.

Q How is IDG Hungary using online acquisitions to improve its Web presence?

A We made a number of acquisitions and they have been successful so far. There may be others, as there is a large number of small and innovative sites with good content capabilities that haven't met their sales potential or are poorly managed. Gamestar and the supplemental products and services created around it account for most of these acquisitions. We also hope to acquire a well-established B2B or B2C site, but we have not found the right one yet. This acquisition would enhance our inventory and would make us the market leader in the field of technological B2B and B2C sites.

Q What kinds of events have worked well for your business unit and why?

A The events business has been extremely challenging this year. However, we have learned the lessons from some unsuccessful experiments. Now we have fewer events, but these are more successful and profitable. The themes of the events aren't unusual (e-government, e-Health, CIO Forums, security), but we are working hard to attract the right audiences to these events. We also have two new concepts: GDF (Game Developers' Forum), a recent GameStar event that proved successful in every way (380 attendees, eight partners) and Google Search Marketing Made Easy, which will be held in September for advertisers, agencies and others interested in doing business online.

Q What is the approximate revenue split between print, online and events at IDG Hungary?

A The revenue split for 2007 is still overwhelmingly print: (93% print and 7% online and events), but the profit split is better (82% print and 11% online and 7% event profit).

Q What steps has IDG Hungary taken to become a more efficient media company?

A IDG Hungary has undergone basic reorganization and restructuring in the past two years. We began by being more focused on brands and not independent products. Now we are pleased to see that we are past most of the processes involved, and now we can call IDG Hungary a media company and not just a publisher any more.

The changes we have made include:

1. Officially established our brands (CW, PCW, GameStar) comprised equally of the print, the online and event sides and run by a brand manager, not an editor-in-chief.
2. Centrally organized, integrated online department: a centralized operation with independent content sites controlled by the brands.
3. Centralized sales department for all brands and publications (print, online and event sponsorship).
4. Centralized graphical and prepress department. This group handles all design, prepress and ad artwork for all brands. We used to have separate designers/typesetters for each publication.
5. Centralized test department that conducts all hardware and software tests for all brands. Previously there were individual/parallell tests for each publication.
6. Centralized customer relations department, an improved version of the former circulation department.
7. Centralized event organization department for all brands and all event types.
8. Standardized planning, bookkeeping and administration. This is not quite new but has been restructured to make financial planning and forecasting more exact and less time-consuming for publishers and brand managers.

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IDG Connect

continue from page 1

(L-R): IDG Connect's team in Framingham, Mass., includes Director of Sales **David Baron**, Account Director **Laura Ames**, General Manager **Frank Cutitta**, Project Manager **Sharon Stearns** and Director of Content Management **Scott Tharler**. Not pictured: Project Manager **Claudia Brown** and Manager, Library Services **Judi Brown**.

IDG Connect generates leads by enticing prospects in the UCD to register to download a vendor's content asset. For IDG Connect's "Friday" e-newsletter Director of Content Management **Scott Tharler** writes brief, catchy teasers on the latest additions to the content database with an eye to getting recipients to click on the teaser and download the content. In order to become a qualified lead, the prospect must meet specific criteria — such as company size, job description and industry segment — that the vendor client determines based on static and custom fields on an IDG registration form.

> *"We also depend on IDC for custom research when our clients are in need of high-quality content assets," Cutitta said. "Being able to use the IDG media and research organizations is an enormous asset."*
>
> *-- Frank Cutitta, general manager, IDG Connect*

"Our registration software has the ability to sort leads that meet these criteria and redirect the leads to a client either in Excel files or in a format that matches their CRM systems," Cutitta said. "We can further 'scrub' these leads by sending follow-up or 'triggered' e-mails that direct the prospect to download a more detailed or complex asset. By developing a content curriculum that is increasingly more challenging, the vendor can receive highly targeted leads based on prospects' desire to dive deeper into their research or product information."

The UCD is used in two ways. First, it serves as the basis for sending opt-in e-mails to IT buyers who meet certain vendor-specific criteria. Second, the database has "an incredible value" in developing behavioral models of IT buyers' relationships with various forms of content. "We can add to each customer's database file based on the information that the customer downloads," Cutitta said. "In doing so we can monitor the prospect's content-asset interaction at various stages of what we call the 'customer journey.' In a world of data mining and analytics, this secondary use of the database has tremendous incremental revenue potential and very high margins, as it is a way to get closer to what customers are thinking and wanting."

In both uses of the UCD, Cutitta said, IDG Connect is sensitive to privacy issues and any attempt to overuse the database that would cause "list fatigue." IDG Connect errs on the side of caution, Cutitta said, "but you're always trying to find the sweet spot of how much they'll take. Some people only want three white papers, and some want 33."

The sales model for IDG Connect is simple, Cutitta said. "IT vendors want to invest in marketing programs that show an ROI. Our role is to determine the profile of the vendor's target customer and deliver various forms of that vendor's content that will produce a lead and a conversion to a sale." IDG Connect's revenues are largely derived on a cost-per-lead basis. Depending on the sophistication of the vendor's request IDG Connect can, for a successful qualified lead, charge from $65 to more than $300 for a very specific database selection.

Since IDG Connect's UCD is an amalgamation of all IDG databases, the IDG Connect team works with all IDG business units that contribute to the UCD. "Despite having their own databases, most of the IDG business units buy leads from us on a regular basis to broaden their reach," Cutitta said. IDG Connect also works closely with the IDG Corporate Sales team on creating programs for key accounts.

IDG Connect has "a strong relationship" with the IDC Go-to-Market group, which it is expanding across other IDC sales channels. "We also depend on IDC for custom research when our clients are in need of high-quality content assets," Cutitta said. "Being able to use the IDG media and research organizations is an enormous asset."

IDG Connect also does "a considerable amount" of audience development work for IDG World Expo's vertical-market conferences, such as its Software as a Service Conference. Given the relationship between lead generation and direct marketing — "we're both doing similar things using different processes," Cutitta said — it also has a close partnership with IDG List Services. "Virtually every week we receive requests from other IDG business units and licensees around the world that want to be part of the IDG Connect network and/or library," Cutitta said.

continued on page 5

BU	Category	Title	Location	Contact	Email
Computerworld					
	IS	IT Systems Administrator	Framingham MA	Julie Lynch	jlynch@computerworld.com
	Mktg	Marketing Manager	Framingham MA	Julie Lynch	jlynch@computerworld.com
CXO Media					
	Edit	Senior Fact Checker	Framingham MA	Pauline Boyle	pboyle@cxo.com
	Edit	Senior Writer	Framingham MA	Patty Chisholm	pchisholm@cxo.com
	Edit	Web Writer	Framingham MA	Pauline Boyle	pboyle@cxo.com
	Fin	Junior Staff Accountant	Framingham MA	Pauline Boyle	pboyle@cxo.com
	Online	Senior Web Developer	Framingham MA	Patty Chisholm	pchisholm@cxo.com
Government Insights					
	Research	Research Analyst, Government Insights	Falls Church VA	Susan Brown	sbrown@idc.com
	Sales	Sr. Account Executive	Falls Church VA	Leah Barton	lbarton@idc.com
IDC					
	Consulting	Consulting Director, Financial Insights	Framingham MA	Susan Brown	sbrown@idc.com
	Consulting	Consulting Manager, Infrastructure Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com
	Consulting	Consulting Manager, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com
	Marketing	Product Manager	Framingham MA	Eleanor Storch	estorch@idc.com
	Research	Program Manager	Framingham MA	Michelle Hockman	mhockman@idc.com
	Research	Program Manager, WW Tracker Program	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com
	Research	Research Analyst, Enterprise Networks	Framingham MA	Eleanor Storch	estorch@idc.com
	Research	Research Director, Technical Computing	Framingham MA	Eleanor Storch	estorch@idc.com
	Research	Research Intern, Industry Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com
	Research	Research VP, Enterprise Storage	Framingham MA, San Mateo CA	Susan Brown	sbrown@idc.com
	Research	Sr. Research Analyst, Application Development Software	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com
	Research	Sr. Research Analyst, Application Outsourcing Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com
	Research	Sr. Research Analyst, BPO Services: Market Opportunities by Key Business Processes	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com
	Research	Sr. Research Analyst, Business Voice Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com
	Research	Sr. Research Analyst, Network and Service Management	Framingham MA	Eleanor Storch	estorch@idc.com
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	Research	Sr. Research Analyst, Canadian Security Market	Toronto Canada	Susan Brown	sbrown@idc.com
IDG Entertainment					
	Ad Coord	Ad Ops Coordinator	San Francisco CA		jobs@gamepro.com
	Intern	Video Production Intern	San Francisco CA	W. Chan	wchan@gamepro.com
	Online	Associate Web Producer	San Francisco CA	L.Hess	jobs@gamepro.com
	Online	Video Producer	San Francisco CA	L.Hess	jobs@gamepro.com
	Sales	Account Manger	New York NY		salesjobs@gamepro.com
Manufacturing Insights					
	Research	Program Director, Supply Chain Strategies	Framingham MA	Susan Brown	sbrown@idc.com
Network World					
	Online	Senior Designer & Information Architect	Southborough MA	Eric Cormier	careers@nww.com
	Online	VP Online Development and Custom Media	Southborough MA	Eric Cormier	careers@nww.com
	Online	Web Designer	Southborough MA	Eric Cormier	careers@nww.com
	Sales	Integrated Sales Manager	Paramus NJ	Eric Cormier	careers@nww.com
	Sales	DEMO, National Account Manager	New York NY, San Francisco CA,	Eric Cormier	careers@nww.com
PC World					
	Marketing	Email Marketing Manager	San Francisco CA	PCW Jobs	jobopps@pcworld.com
	Tech	Sr. Applications Developer	San Francisco CA	Job Opportunities	jobopps@idg.com
	Tech	Web Applications Developer	San Francisco CA	Job Opportunities	jobopps@idg.com
PC World/Macworld					
	Exec	CEO	San Francisco CA	Piper Sheer	piper_sheer@idg.com
	Online Sales	Inside Sales Representative	Framingham MA	Job Opportunities	jobopps@idg.com
	Online Sales	Inside Sales Representative	San Francisco CA	Job Opportunities	jobopps@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

continued from previous page

IDG Connect has already begun to expand outside the U.S. It is in the process of launching a pan-European version of the IDG Connect model, with IDG Germany serving as the technology hub for the database. IDG Connect is also working closely with IDG's English-language markets in the U.K., Canada, Australia, New Zealand and India to provide links to its content libraries and to their local lead-generation programs.

"We currently receive thousands of international leads from our U.S.-based newsletters," Cutitta said. "Considering the privacy challenges in many countries, these opt-in requests for product information carry very high value."

IDG Connect's staff of nine is made up of Cutitta; Tharler; Director of Sales **David Baron**; VP, Technology **Mo Effron**; Account Director **Laura Ames**, Project Managers **Claudia Brown** and **Sharon Stearns**; Database Manager **Marlen Cale**; and Manager, Library Services **Judi Brown**.

"Our overall goal is to drive incremental revenue and profit by positioning IDG Connect as the preeminent source of leads in the marketplace, better than those of Tech Target, Knowledge Storm and the ZD Buyers Guides. Our near-term goal is to establish the largest English-language IT content library and customer database in the world. By the end of June we will meet that goal." He added that in the long term the ability to leverage the databases and local language resource libraries of IDG's international business units and licensees will put IDG Connect at "a unique competitive advantage."

> *"We want to be in a position in which clients — and other IDG business units — want to do business with us because we can add value to the lead-generation and nurturing process."*
>
> *-- Frank Cutitta, general manager, IDG Connect*

IDG WORLD UPDATE

*VP/Technology **Morris Effron** and Database Manager **Marlen Cale** are based at the IDG International Publishing Services office in Boston.*

Cutitta said his primary role in achieving those goals is "to drive sales and increase profits. As a service center, IDG Connect is also dependent on many other decentralized business units in the U.S. and internationally. There is a United Nations role, which I have become very accustomed to over the past 20 years. I see myself as 'chief innovation officer' for IDG Connect. We want to be in a position in which clients — and other IDG business units — want to do business with us because we can add value to the lead-generation and nurturing process."

For more information go to http://www.idgconnect.com or contact Frank Cutitta at frank_cutitta@idg.com.

WU

PCW Portugal

continued from page 1

for youngsters ages 8-18 that includes a CD with games, freeware and demos; and Mundo do CD-ROM, geared for people ages 18-35 with a similar CD offering. The company also publishes photography, travel, business, education for children and general interest magazines. It also manages graphic design and Web design for other companies, distributes Brazilian magazines in Portugal and produces local editions of several other Brazilian titles.

Another IDG licensee in Portugal, publisher CXO Media Lda., produces Computerworld/Correio Informatico and CXO.

Years ago, another company published PC World under license, but IDG terminated that agreement in 2003 due to the publication's substandard quality. "It's taken us a long time to find a capable publisher for this product, and we are confident that BeProfit can restore the luster of the PC World brand in the local market," said Licensing Manager **Jean Gasbarro**. "The first issue is very impressive, and we believe that once companies see the high quality of this publication, the ads will follow."

Write to pedromelo@beprofit.pt or carlossequeira@beprofit.pt.

WU

PCs in Portugal

According to IDC, Portugal's installed base of PCs in 2006 was 3.6 million, of which 1.5 were laptops.

PC shipments are expected to exceed 800,000 units in 2007 — almost 60% of them portable. IDC predicts a 16% compound annual growth rate for portable PCs during the period 2005-2010.

IDG WORLD UPDATE

*IDG International Publishing Licensing Manager **Jean Gasbarro** (front) with managers from the BeProfit company based in Lisbon. (L-R): General Manager **Pedro Melo**, PC World Portugal Editor-in-chief **Carlos Sequeira** and Executive Director/New Business **Miguel Martins**.*

noteworthy people

Promotions

IDG WORLD UPDATE

Buizer

PC World Senior Manager, Business Development, **Brian Buizer** is now director, Business Development and Ad Operations. "PC World's brand extension to the SMB market will result in new revenue streams, including webcasts, lead-generation programs and other program-driven opportunities," said **Stefan Scherzer,** PCW senior vice president and general manager, Online. "In this new position, Brian will be responsible for developing such new products and will help to optimize our existing revenue streams and products. He will also manage our RFP support team, and he will continue to head up the ad operations team. This promotion recognizes Brian's phenomenal work over the past year — from his management of the MSN partnership, the successful launch of the Downloads store and his excellent leadership of ad operations — and will allow him to use his many talents to have an even greater impact on our success."
brian_buizer@pcworld.com

Returning employees

After completing her M.B.A. studies in Germany, **Janjaree Chianwichai** returns to IDC Thailand in Bangkok as Asia/Pacific event marketing services manager with the Integrated Marketing Services group. She was previously IDC Thailand's marketing executive. In her new role she will be responsible for vertical-market project execution, developing relationships with government associations and technology groups and sourcing and creating co-organized events with select partners.
jchianwichai@idc.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

One on one

continued from page 3

Q **What is the biggest challenge facing IDG Hungary looking ahead to 2008?**

A As we are in the middle of the FY08 planning cycle, I can answer that easily.

1. We have to find a good general B2B site to be acquired as quickly as possible that will bring us new content, new readers and low cross-readership with our existing B2B site, computerworld.hu. This should be at a fair price and well-supported by experts who will be attracted to being part of IDG. Without this "external push" it will be hard to compete against other sites that have high page impressions and therefore attract more advertisers than we do.

2. Hungary has been in a very bad economic situation for the last two years. Though a general improvement is expected, conditions could be flat or even worse in 2008.

3. In an improving economy and growing IT and media market, the probability of a new player with a new competitive magazine and site is growing. We have to calculate this possibility into the FY08 budget. WU

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

Coming up

IDC Enterprise Data Center Forum
June 18
San Francisco
http://www.idc.com

IDC Service-Oriented Architecture Forum
June 18
New York City
http://www.idc.com

IDC Virtualization 2.0 Forum
June 19
San Francisco
http://www.idc.com

IDC's Security Vision 07
June 19
Auckland, New Zealand
http://www.idcresearch.co.nz

IT Roadmap: Santa Clara
June 26
Santa Clara, CA
http://www.networkworld.com

InfoWorld Enterprise Data Protection Executive Forum
June 26
New York City
http://www.infoworld.com/event/data_protection/07/

IDC Human Resources Forum/Canada
June 27
Toronto
http://www.idc.com

CIO Summit 2007
July 30-31
Auckland
New Zealand
http://www.idcresearch.co.nz

Government Insights Conference 2007
Aug. 16-17
Wellington
New Zealand
http://www.idcresearch.co.nz

DEMO China
Sept. 5-7
Beijing
http://www.demochina.com.cn

IT Roadmap: Dallas
Sept. 6
Dallas
http://www.networkworld.com

European ICT Forum
Sept. 10-11
Berlin
http://www.idc.com/events/emea/ictforum07/index.jsp

The Security Standard
Sept. 10-11
Chicago
http://www.networkworld.com

Computerworld Infrastructure and Management World
Sept. 10-12
Scottsdale, AZ
http://www.imworldusa.com/

IDC Human Resources Forum/New York
Sept. 17
New York City
http://www.idc.com

IDC-Kahn Consulting Inc. Infomation Management Forum/East
Sept. 18
New York City
http://www.idc.com

IDC Security Forum
Sept. 19
New York City
http://www.idc.com

IDC Enterprise Data Center Forum
Sept. 20
New York City
http://www.idc.com

Go to the IDG Central events section for more listings.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27
Matt Smith *Computerworld*

23
Mitch Betts *Computerworld*

20
Jim Connell *Connell Communications*
Gary Anthes *Computerworld*

17
Bea Horváth *IDG Hungary*
Ilona Rodriguez *IDG Hungary*

15
Karen Mulligan *IT World Canada*

12
Mans Klockar *IDG Sweden*
Christopher Greene *IDC*

9
Yukari Nakayama *IDG Japan*
Pamela Giesen *IDC*
Mary Menendez *IDC*

8
Anita Cseresznye *IDG Hungary*
Linus Lai *IDC Malaysia*

7
David Castaneira *IDG France*
Mark Savery *Computerworld*
Nathaniel Martinez *IDC U.K.*
Jose Carlos Daganzo *IDG Spain*

6
Bertalan Halász *IDG Hungary*
Zoltán Telek *IDG Hungary*
Tamae Hamaya *IDG Japan*

5
Tomas Jirasko *IDG Czech*
Christopher Hodgson *Digit*
Elsa Opitz *IDC U.K.*

4
Melinda Manasan *IT World Canada*
Björn Olsberg *IDG Sweden*
Martha Martin *IDC*

3
Stacy Heintz *IDC*

2
Hanna Sverne *IDG Sweden*
Niels de Rijk *IDG Netherlands*
Cindy Kwan *IDC Malaysia*
Nancy Felsheim *Computerworld*
Robert Redgate *IDC U.K.*
Miguel Palomero *IDG Spain*
Olivier Ferger *IDC France*
Matthew Duffy *IDC*
Laurie Harthan *IDC*
Ryan Patterson *IDC*

1
Courtney Harbin *IDC Canada*
Brian Howden *IDC Canada*
Ricky Mak *IDC Canada*
Katalin Radácsy *IDG Hungary*
Gábor Tököli *IDG Hungary*
Loth Eva Hammar *IDG Sweden*
Egbert van Sterkenbrug *IDG Netherlands*
Leon Xiao *IDC China*
Jakob Oreby Hauerslev *IDG Denmark*
Maidy Montoro *IDG Brazil*
Jennifer Lewis *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Have your copy of World Update waiting for you on Monday morning

IDG employees can receive IDG World Update in a PDF file via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

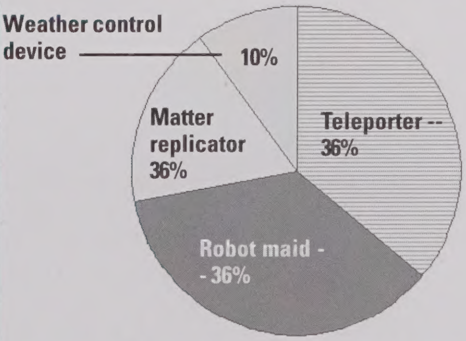
CXO Media's Diane Martin celebrates 30 years of service

CIO
30
Diane
Happy 30th
Anniversary

At its May all-company meeting, CXO Media honored its longest-serving employee, **Diane Martin**. Diane, who is the executive assistant to the president, joined IDC 30 years ago, where she worked with Joe Levy. When Levy left IDC several months later to found CIO magazine and serve as its first president and publisher, Diane joined him as CIO Communications' (as it was then known) second employee. She has served as executive assistant to the president since then, working with three presidents, most recently **Michael Friedenberg**. Above, Friedenberg presents Martin with a mock-up of a CIO magazine cover highlighting her 30 years of service.

Question of the Week for May 28

What breakthrough invention would you most like to see?



Log on to www.idgcentral.com to vote on this week's question: What would you most likely do with 20 extra minutes a day?

quick poll survey

The editors of IDG World Update recently asked IDG employees which story has generated the most traffic on their Web sites and why.

Lundberg

"Our 'ABCs of ERP' is the gift that keeps on giving, as one of our former online general managers liked to say. It was written by Executive Editor **Chris Koch** in the late '90s, and it consistently ranks in the top 10 stories month after month (Chris *has* updated it a few times in the past nine years.) The reason it does so well is that it has it all:

— It takes a complicated subject that is core to our audience and breaks it down into very manageable chunks (and gives visitors lots of things to click on).

— Despite the 'ABCs' nomenclature, it doesn't dumb down the topic; on the contrary, it addresses it in a smart, clear way, offering real value and insight to our smart, sophisticated readers.

— It's very Google-friendly.

"We've built on the success of this one article by building out a whole series of ABCs, on everything from CRM to SOA — basically, if there's an acronym for it, we'll develop an ABCs to address it. These are a great example of quality journalism paying off online." (http://www.cio.com/article/40323)

*— **Abbie Lundberg**, CIO editor-in-chief*

Trotter

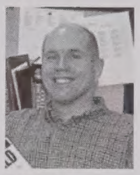
"The 'Mac, PC or Linux' comparison we published online just recently already looks set to be our most popular story ever. It's got the right mix of keywords, benefits and a contentious subject that's proven a big hit with readers. We've found anything that compares Windows and the Mac OS to attract a lot of interest and debate. Reader comments have been coming in thick and fast." (http://www.pcadvisor.co.uk/news/index.cfm?NewsID=9333)

*— **Paul Trotter**, PC Advisor (U.K.) editor*

Stedman

"The most-read news story on Computerworld's Web site over the past six months was one Senior Writer **Linda Rosencrance** wrote in November about problems with an electronic health records system at the Kaiser Foundation Health Plan HMO. The story was based partly on a 722-page report that a source sent to Linda, and a lot of reporting work went into it.

"In a way, this was a classic CW story about an IT project gone awry. But the story has gotten far more page views than stories about problematic IT projects typically receive. The fact that it involved a very large HMO, with a lot of patients who could be affected by the system problems, no doubt helped. Our online readership isn't exclusively made up of IT managers, as our print readership is, and we're sure that it wasn't just IT people who read the story.


Mingis

"From an IT perspective, a major vendor — Citrix — played a central role in the project. And Kaiser's CIO resigned, without any explanation, as word began leaking out about the system problems. That all made for a compelling story." (http://www.computerworld.com/action/article.do?command=viewArticleBasic&articleId=9005004)

*— **Craig Stedman** and **Ken Mingis**,*
Computerworld news editors

Zeller

"Our top story in April, receiving 8,833 page views, was an overview of the German IT services market. The report was based on interviews with the top players in the market like IBM, T-Systems and Hewlett-Packard. Many members of our target reader group are doing a lot of projects with the top players, so the topic is very interesting for them. We are tracking the interests of our users with Hitbox and internal reporting tools, that`s why we know they are interested in outsourcing and IT services themes."(http://www.cio.de/markt/uebersichten/835095/index.html)

*— **Thomas Zeller**, CIO Germany*
Web managing editor

Gort

"The best-read article on Webwereld.nl is a story is about a man who looked for nearly a year for the spot where the photo for one of the default Windows XP wallpapers was taken. He loved the landscape in the picture and wanted to see it in real life. The story has received 38,629 page views to date. (Hot stories usually run about 20,000 to 30,000 page views per article.) Although it's not a hardcore IT article, it's a funny story about a real person. Also, part of our readership misread the headline of the story. Roughly translated, the headline was 'Man finds location of XP wallpaper after a year.' Some readers thought the man had been looking on the hard drives of his PC for a year to find the wallpaper file." (http://webwereld.nl/articles/45203)

*— **Raimon Gort**, IDG Netherlands*
managing director

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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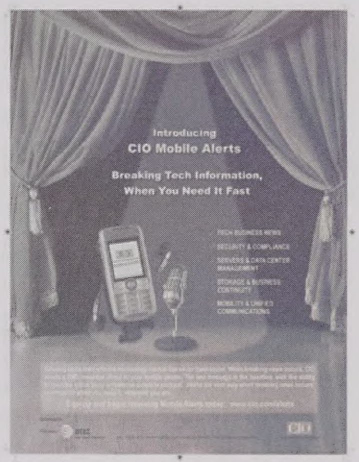
WWW.IDGCENTRAL.COM

U.S. enterprise brands launch mobile news alert program

AT&T signs three-month sponsorship of first-of-its-kind SMS offering

Earlier this month, IDG's four enterprise brands launched a first-of-its-kind SMS (short message service) news alert program that keeps mobile users up-to-date with breaking news in the IT industry. Branded individually by CIO, Computerworld, InfoWorld and Network World, the Mobile Alerts program is sponsored by AT&T, which will pay $375,000 for an exclusive three-month program.



Introducing
CIO Mobile Alerts

Breaking Tech Information,
When You Need It Fast

TECH BUSINESS NEWS
SECURITY & COMPLIANCE
SERVERS & DATA CENTER MANAGEMENT
STORAGE & BUSINESS CONTINUITY
MOBILITY & UNIFIED COMMUNICATIONS

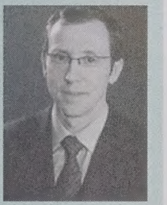
CIO

This print ad, customized for each of the four participating brands, will run twice in each publication as well as in InfoWorld Express.

Users may sign up for the service on a registration form available on each of the four brands' Web sites and may opt to receive alerts from up to five categories: Tech Business News, Security and Compliance, Servers and Data Center management, Storage and Business Continuity and Mobility and Unified Communications. When breaking news happens, the alert is sent to their mobile device via SMS. When a subscriber clicks on the message, a short news brief is displayed along with an AT&T text ad and a URL. Clicking on the URL takes the user to the full story, typically about 100 words, or the user may download a podcast version and listen to the story instead. An AT&T ad with a logo appears on this page as well. To see an example of a registration site, visit http://www.infoworld.com/alerts.

continued on page 4

Bob Carrigan's Q2 webcast is now on IDG Central



The president of IDG Communications discusses the progress of IDG's U.S. business units in the second fiscal quarter and takes a look ahead to the rest of FY07. He also discusses new initiatives at InfoWorld and IDG Connect and offers a brief preview of a new "green technology" show coming from IDG World Expo.

If you need a login for IDG Central, use the link at http://www.idgcentral.com to request one.

CW's 'human-powered' blog aggregator boosts traffic

Tech Dispenser aims to offer one-stop resource for best IT blogging on the Web

Computerworld's Tech Dispenser serves a dual purpose. On slow news days it helps lift flat site traffic, while on hectic news days it adds interesting commentary to developing or breaking news.

Tech Dispenser (http://www.techdispenser.com), the brainchild of **Tom Pimental**, Computerworld and CXO Media director of online analysis and audience development, is a 'human-powered' IT blog network and news aggregator that seeks to provide users with a one-stop resource for the best IT blogging on the Web.

Pimental said he expects the site, which debuted in April and is still in launch mode, to hit around 50,000 page views by early June. "We're growing the network, which should grow site traffic organically. We hope to increase marketing efforts over the next few months," he said.

CW editors hand-select each blog entry used and tag and categorize every story excerpt on the Tech Dispenser site. "Adding Computerworld's editorial filter to the technology news landscape affords our readers the best and most relevant view into what's happening in tech today," said **Ian Lamont**, Computerworld senior online projects editor. Among the blogs culled for interesting content are ha.ckers.org, feld.com and chris.pirillo.com. CW is not publishing these blogs, Lamont explained. "We're publishing excerpts of selected blog posts and sending readers to the original publisher, much like Google News points people to news articles."

The home page features daily blog news entries with brief descriptors; a Tag Dispenser where readers can click on tags such as 'linux,' 'networking' and 'youtube' that will take them to a list of stories tagged thusly; and a broader Categories section, which is loosely based on Computerworld's top-level categories such as security, operating systems, IT management and personal technology. RSS feeds are available to readers; there is a front-page feed offering highlighted stories and feeds for category

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Inside this issue

Longtime publishing partner launches CIO in Finland *page 2*

PC World India's dual-layer DVD gets jump on competitors *page 2*

One on one: IDG Communications Executive VP/Online Colin Crawford *page 3*

Celebrating 10: Mac Publishing's Dan Miller *page 8*

in brief newsworthy

IDG's longtime Finnish publishing partner launches CIO

Finnish CIOs now have a publication to call their own, thanks to last month's launch of CIO by IDG's longtime Finnish licensee Talentum Media Oy. The magazine will be published quarterly and inserted into copies of Tietoviikko (Computerworld) and sister publication Talouselämä (also published by Talentum, it is Finland's largest business weekly) for a combined circulation of 120,000.

VIHREÄ AALTO KONESALEISSA säästää ympäristön lisäksi myös rahaa. s. 26
CIO
TIETO VIRTAA
s. 20 läpi organisaation

Talentum also launched CIO.fi, an online resource for daily news on IT trends and management issues and selected content from CIO and other business titles it publishes.

According to **Antti Oksanen**, editor-in-chief of Tietoviikko and CIO, the new publication fills a niche previously not served in the local market. "There is currently no media covering the intersection of IT and business alignment in Finland," he said, noting that while CIO will appear in print just four times a year, the brand will gain additional visibility through a number of planned CIO-branded events. A series of CIO Roundtable events focusing on specific IT leadership issues is planned for later this year.

CIO made its debut at Talentum's annual CIO Awards and Conference on May 24. The awards event, which launched in 2005, this year featured a conference program and attracted approximately 150 attendees representing 100 Finnish companies. The half-day conference focused on the role of IT in corporate innovation. Among the speakers were **John Gantz**, chief research officer, IDC, who spoke about Innovation through IT: Challenges and Opportunities; and **Abbie Lundberg**, editor-in-chief, CIO (U.S.), who discussed the State of the CIO 2007.

In addition to Tietoviikko, Talentum Media, the leading business publisher in Finland, produces a PC World title called MikroPC under license to IDG. The company publishes another nine business titles and maintains a joint business news site — http://www.talentum.com. Its publications have a combined readership of approximately 1 million.

For more information, contact Antti Oksanen at antti.oksanen@telentum.fi.

Be first to read World Update

IDG employees can receive IDG World Update as a PDF file via e-mail.To request this service, write to world_update@idg.com.

Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

PCW India's monthly DVD draws praise from readers, advertisers

PC World India will celebrate its first anniversary in July, and one of the features that distinguished it in a competitive market from the outset continues to be an attractive component for readers and advertisers today.

security tools

*A video of DVD Editor **Kailas Shastry** welcoming readers was on a recent security-themed DVD from PC World India.*

While most magazines in India offer a DVD with each issue, PC World India was the first publication in the country to include a dual-layer DVD — a high-capacity DVD with 8.4 gigabytes of memory — free with a magazine. Several months later, competitors such as Digit, Chip and PC Quest also introduced dual-layer DVDs, but PC World India continued to include some unique elements on its disc.

For example, PCW India was the first to use a welcome video from the editor on each DVD. In addition, the staff changes the DVD's interface every month to reflect the featured theme. A DVD focused on mobile phones, for example, showed the editor's welcome video embedded on the screen of a camera phone, and there were images and designs of mobile communication devices throughout the DVD. Security, monsoons and even the cricket world cup tournament have been among the various interface themes over the past year.

The DVDs feature a variety of content such as full versions of software (Outpost Firewall Pro 2.7), video tutorials (how to convert audio cassettes to CDs), audio books, full movies and trailers, games, utilities for keeping PCs in good working order and demos, such as how to use Google Ad Words effectively. Google has used the DVD as a platform to distribute applications such as Picasa, Google Talk and Google Desktop, and other vendors have followed suit.

"The DVD is a great medium to pass on value-adds to advertisers without the extra costs of paper and printing," said IDG India Assistant Manager/Marketing **Siddharth Singh**. "Since we have an in-house multimedia team that develops the DVD, there's no extra cost involved for creating opportunities for vendors to be part of the DVD."

This past February, following discussions that began at the November IDG product line meeting in Toronto, PC World India started bundling the full U.S. edition of Macworld into the DVD. The contents page of Macworld, along with one article from the issue, is carried in the PC World India magazine each month.

Write to siddharth_singh@idgindia.com.

one on one

the interview

Colin Crawford
The executive VP, online, for IDG Communications is this week's columnist. Reach him at colin_crawford@idg.com.

> *"Display advertising, however, is growing significantly online and its rate of growth is likely to outpace search advertising over the next year. It is likely that the metric used to measure online display advertising will also evolve."*

Q You've spoken about the need for IDG's media businesses to "unshackle their business models by moving to an audience culture." What do you mean by this?

A The traditional print media approach has focused around a culture where content is created internally and pushed out to audiences.

In addition to producing quality editorial content, our sites also need to pull in information from around the Web and generate content from active and engaged community members. We're seeing a "collaborative generation" emerge, and we need to adjust accordingly.

Different communities will respond in different ways, however, the goal should be to provide an environment and a toolset that really encourages our communities to participate. We should build Web sites that harness the knowledge, passion and enthusiasm of community members and their willingness to share this wisdom with their peers.

By producing quality destination sites, showcasing content from multiple sources and nurturing active communities, brands will build loyalty and users will go to there directly as well as find the content via search queries. An audience-centric approach allows brands to differentiate themselves in a world of search, aggregation and social networking.

Q How has online search redefined our revenue models?

A According to the recently released Interactive Advertising Bureau/Price Waterhouse report, revenues from online search represent 40% of the $16.9 billion total online revenues for 2006. This is a performance-based business, and advertisers pay on the number of times searchers click on their ad. Advertisers have tended to apply these performance metrics to online display advertising rather than giving credit to the other benefits that display advertising has in influencing buying decisions. Display advertising, however, is growing significantly online and its rate of growth is likely to outpace search advertising over the next year. It is likely that the metric used to measure online display advertising will also evolve.

Q You said that we must "deliver trusted, quality content in an environment that is significantly more 'results driven' than print — maintaining trust and independence with the reader while working for the advertiser." What do you mean by "results driven," and how does this idea of maintaining trust and independence with the reader while working for the advertiser differ from what we've always done?

A We need to deliver quality, trusted, independent and unbiased content for our users in all mediums. However, the greater measurability of the online environment compared with print means that marketers will be drawn to environments where audiences are actively engaged with content.

Advertisers want results that clearly show a return on their marketing investment and will allocate their budgets accordingly.

Customers want a trusted environment, but they expect it to contain comprehensive information. For example, customers searching for the latest laptops want independent editorial reviews, user reviews, information from the manufacturer plus pricing and buying information all conveniently packaged and presented in an easy to use way.

The UI (user interface) design of our sites needs constant research and refining to ensure that the display of content meets the expectations of those seeking all types information — news, news analysis, product information and information on how and where to buy.

Q Can you explain what you mean when you say "advertisers want very targeted sites"? More targeted than IDG's sites typically are today? More targeted in comparison to what?

A IDG's strength online is to provide both general and specific content for a variety of users and to provide both mass market and very targeted audiences for marketers. Unlike print, where a very clear content focus and audience is defined, there is a lot more flexibility online.

Our sites generate "blockbuster" content with wide appeal that receives significant traffic from the search engines attracting general IT audience advertising. This advertising is often more focused on general brand awareness and demand generation that focuses on specific direct user response. In addition to such general content our sites also have very rich but very specialized and targeted content areas.

These knowledge centers or special-interest area attract very specific audiences based on their interests and intent. Advertisers are generally willing to pay additional premiums to reach those targeted view-

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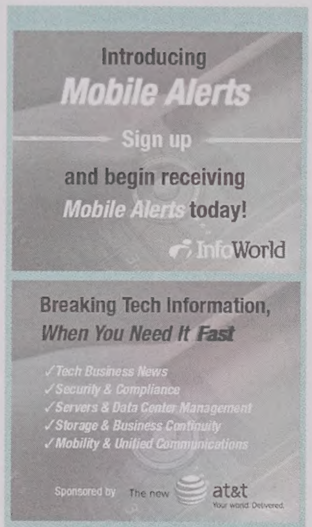
Mobile news alerts

continued from page 1



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Visitors to the InfoWorld.com site will see these banner ads inviting them to register for the mobile alert program. Visitors to the CIO, Computerworld and Network World sites will see similar customized ads. When users click on the ads they will be taken to a brand-specific registration page.

The program, which was sold to AT&T by IDG Corporate Sales Senior VP **Matthew Yorke**, is managed by **Carol Venezia**, program manager at IDG Corporate Sales. "Basically, Carol took my sales order and made it happen," Yorke said. "She is responsible for the development of the deliverables and the launch of the program across all the IDG sites. She also manages the client/agency relationship and makes sure that we manage and exceed their expectations."

The InfoWorld.com team — including Home Page Editor **Tom Sullivan**, Online Editor **Mike Barton**, and Associate Editor **Jill Terry** — is taking the lead in creating the content for this program, leveraging the IDG News Service among other sources, according to Venezia. The editors write the alerts (no more than two per category per week) and record the podcast/audio version as well. While the stories and alerts will be consistent across the four brands, the alert messages themselves will be brand-specific, Venezia explained.

InfoWorld.com Home Page Editor ***Tom Sullivan*** *(l) heads up the IW editorial team working on the mobile alerts project. Also lending a hand are Online Editor* ***Mike Barton*** *(r) and Associate Editor* ***Jill Terry*** *(not pictured).*

Noting that the InfoWorld team has made an "enormous contribution" to this program, Venezia pointed out that they have also taken the lead on back-end development, with the effort led by VP/CTO **Derek Butcher** and Senior Software Engineer **Chris Lin**, and spearheaded the job of creating all of the co-branded advertising for both print and online. In addition, InfoWorld Senior VP/Strategic Development **Paul Calento** was the point person for developing the program framework for this new service. "It was Paul's idea to build a program that uses a best-of-breed mobile partner, VoiceIndigo, to leapfrog other mobile programs by adding an audio podcast component that's lacking in other services," Yorke said. "The resulting program allows the IDG brands to deliver tech news, as both text and audio, in a mobile environment — a service that the competition can't match. Moreover, this push [SMS] program complements IDG's recently launched pull programs [browsing the Web-tailored sites via mDog, see IDG World Update, May 28, 2007]," Yorke said.

"InfoWorld's inspiration was leading indicators on mobile consumption in EMEA and APAC, and applying those consumption patterns to the U.S. market," Calento said. "While the U.S. market trails in mobile bandwidth, IDG's visibility globally gives the program a unique perspective and differentiated product. This program is a work in progress but underscores IDG's role as a leader in providing IT information any way our audiences want to receive it."

Among the many benefits accruing to IDG as a result of this new program are new names for the IDG Connect unified customer database (see IDG World Update, June 4, 2007), insight into what sort of content users are interested in and information about mobile content and how users value and interact with it, Yorke said. "Plus, we are doing something innovative and first again, and we get to make a lot of money over the summer months!"

For more information, contact Carol Venezia at carol_venezia@idg.com. Paul Calento may be contacted at paul_calento@infoworld.com. WU

Fast fact

Search leader Google reported that it employed 12,238 people worldwide on March 31, up 80% from 6,790 a year earlier.

— from AdAge.com, June 4, 2007

Mobile news alert program can be adapted by other brands

The SMS news alert program has been designed to be easily replicated by other IDG brands. The core alerts element is managed by a simple weblog. While InfoWorld is replicating its alerts for the four participating brands, the program has been set up to allow brands to manage their own alerts down the line by merely pointing the partner to a different weblog. Also, given the minimal resources required, other IDG business units can utilize the approach.

IDG brands interested in setting up their own alerts can contact InfoWorld Senior VP/Strategic Development **Paul Calento** at paul_calento@infoworld.com for details.

June 11, 2007

Rich Media Producer (CXO)

CXO Media and Computerworld, publishers of CIO.com, CSOonline.com and Computerworld.com are looking for a seasoned Rich Media Producer to join its award-winning team in Framingham, MA. The right candidate will join a team of talented technical, design and content professionals and will manage all aspects of the company's growing rich media product lines, particularly webcasts and podcasts. The Rich Media Producer will develop project schedules, manage partner/vendor relationships, and see multimedia projects through to completion. The ideal candidate will be a team player who is comfortable working on multiple projects simultaneously and has 6+ years of all aspects video production experience (logistics, on location, production schedules, knowledge of location permits, union rules, a wide base of industry contacts etc). Must be able to travel on very short notice, working with crews local and on-site (booking and knowledge of current rates), great client skills is a must, and Avid editing including AfterEffects graphics. Additional required skills: at least 3 years experience in web-based rich media production; strong understanding of rich media technologies; proficiency in web graphics production and web publishing technologies; excellent communication skills; ability to work both independently and in a team and be extremely customer service-oriented. Subject-matter expertise (IT industry) is preferred. ***Location: Framingham MA*** **Contact: P. Chisholm, Fax: 508-875-4489, Email: cxojobs@cxo.com**

Web Writer (CXO)

CXO Media Inc is looking for a web writer for CSO Magazine (Chief Security Officer) focusing on the security industry. Specific responsibilities include reporting and writing daily, short news items, news analysis, blog posts and how-to content. The candidate should have 1-3 years full-time reporting and online writing experience, the ability to develop deep expertise in technical security and other areas of focus for csoonline.com, excellent communication skills, a creative mind, superior attention to detail, and the ability to work in a fast-paced environment.
Location: Framingham MA **Contact: Pauline Boyle, Fax: 508-875-4489, Email: cxojobs@cxo.com**

Research Manager, Security Services and Identity Management (IDC)

IDC's Infrastructure Services Research Group is seeking a Research Manager to cover trends in Security Services. IDC's Security practice is widely respected for research into Identity Management, Secure Content and Threat Management. We are seeking an analyst to take a leading role in studying the professional services (including consulting, integration, and managed security services) market for security solutions. This analyst will be responsible for gathering qualitative and quantitative information, and then synthesizing and analyzing multiple industry trends in a logical and forward thinking manner. Responsibilities include: develop research, forecast models, and market share information for security services; identify and produce networking research with a compelling value proposition for both existing and new clients; gather and analyze survey, financial and economic data; coordinate market sizing, forecasting, and market taxonomies with IDC analysts around the world; work with IDC clients on their requests, inquiries, and consulting projects; develop strong relationships with industry vendors, financial analysts on Wall Street, enterprise network managers, and the press; develop a rapport with the entire Enterprise Computing group to gather information and identify key market trends and dynamics in the enterprise. We are seeking candidates with strong analytical skills, solid writing ability, public speaking, security services knowledge, and experience in the security services industry. We are also looking for skills in competitive intelligence, market forecasting and market segmentation. A bachelor's degree or higher is required. In the early stages, we anticipate limited travel, but this may increase over time. ***Location: Framingham MA*** **Contact: E. Storch, Fax: 508-935-4432, Email: idc_jobs@idc.com**

Senior Research Analyst (IDC)

IDC's Worldwide Services Research group is seeking a Senior Research Analyst to support its highly successful tracking and modeling of services vendors. This individual will be part of a team that collects and analyzes comprehensive vendor financial data on an annual and quarterly basis, and develops valuable competitive analytical tools and views for clients. This Analyst helps to gather and analyze vendor financial data, which may include interviewing senior financial executives. This position will expose the analyst to a wide array of vendor information and allow him or her to build relationships with key vendors and IDC analysts across a variety of Services market areas located in the US, Canada, Western Europe, Central and Eastern Europe, Asia/Pacific, Japan and Latin America. Core responsibilities include significant phone, email, and in-person contact with vendors and IDC analysts worldwide. The analyst will work to streamline data processes, as well as to develop new techniques for both delivering and analyzing key data. The successful analyst must be detail-oriented, highly resourceful, proactive, a solid communicator, customer service-oriented, and have an advanced familiarity with financial terms and concepts. Strong collaborative and project management skills are essential, in order to work successfully with analysts around the world. As analyst develops, s/he will be expected to participate in business development efforts, to include the development of relationships with senior executives. Requirements include expertise with Excel (VBA & Access experience preferred, but not required), strong research and communication skills, and some knowledge of the IT industry and its vendors. A Bachelors degree is required and an MBA or Finance degree is preferred. Candidates should have 2-5 years of relevant work experience, and must have a positive attitude, sensitivity to deadlines, and strong interpersonal skills. This position is based in IDC's Framingham, MA office with limited travel to start. ***Location: Framingham MA***
Contact: K. McGillivray, Fax: 508-935-4432 Email: idc_jobs@idc.com

VP/SVP, List Services (IDG List Services)

IDG has an exciting opportunity for a business leader to run its list management and brokerage company. The ideal candidate needs to have the leadership ability to direct the business and management strategy to grow all aspects of this well established business unit. This includes new list management and brokerage accounts, the nurturing of present clients, overall sales management, operational management, marketing expertise and involvement in the list and database community. Additional responsibilities include P&L and budgetary management, monthly reporting to clients and Operating Board and expertise in legal and privacy issues that pertain to the direct response industry. Qualified candidates will have 15 years+ in the list industry. ***Location: Framingham MA***
Contact: P. Sheer, Fax: 508-935-4600, Email: hrsd_recruiter@idg.com

Part-time Office Associate (IDG Communications)

IDG has a great opportunity for an energetic, organized, motivated individual to provide reception and administrative support for 20 hours per week in our Irvine, CA Regional Sales office. This position will support 13 - 15 employees and will require frequent interaction with all members in the company as well as customers, vendors and other business relations partners. This individual will ensure that routine office requirements are being met and the office is running smoothly. The responsibilities also include maintaining reports in Microsoft Excel and Microsoft Word, ordering supplies, assisting sales staff, and general administrative duties including petty cash reconciliation and planning of the seasonal office events. Ideal candidate will have attention to detail and the ability to multitask. Previous administrative support in a sales environment a plus as well as experience with Microsoft Excel and Microsoft Word.
Location: Irvine, CA **Contact: S. Scogland, Fax: 508-935-7972, Email: hrsd_recruiter@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Business Development Coordinator (PCW)

The Business Development Coordinator will be responsible for executing and monitoring PCWorld.com's partnerships, which are designed to build traffic, strengthen the PC World brand, and generate revenue for pcworld.com. Under the direction of the Director of Business Development, the Business Development Coordinator will work with key staff in the editorial and audience/ product development departments to drive the implementation of selected syndication and advertising partnerships and to maximize the potential of these partnerships over time. This includes acting as intermediary between the partner and internal departments during the development process and making sure that all parties receive and execute the relevant deliverables on time and on target. It also includes monitoring and reporting on the performance of the deal once it is implemented, communicating and troubleshooting any problems that might arise, and suggesting improvements over time. In addition, the Business Development Coordinator will be expected to assist with evaluating new revenue opportunities and assist with developing formal proposals, business models, and other analysis as needed to evaluate strategies. The successful candidate must exhibit excellent communication skills, a drive to deliver outstanding customer service, strong organization/project management skills and a curiosity about new technologies. Candidates must have Excel skills and a familiarity with basic web publishing tools (such as HTML) and reporting tools (such as Hitbox, Google Analytics, etc.). Our ideal candidate will have a year or two of marketing/business development work experience with a web-based company. Please send cover and resume to jobopps@idg.com and reference "Business Development Coordinator" in the subject line.
Location: San Francisco, CA **Email: jobopps@idg.com**

East Coast Account Director (PCW)

PC World is looking for a highly motivated sales professional to join our team. The successful candidate must have a proven track record of creating powerful sales strategies, pursuing sales opportunities and growing existing business. Ours is an integrated, consultative selling approach so candidates should have experience selling multiple product lines such as Print, Online and Events. Excellent verbal and written communication skills and the ability to develop close relationships both at the customer and agency levels are required. Ad sales experience in the IT industry is a plus. Demonstrable closing skills and a creative, collaborative, customer-focused style are essential. 5+ years of sales experience required. Please send cover letter and resume to jobopps@idg.com, and reference "Account Director" in the subject line. ***Location: Framingham, MA*** **Email: jobopps@idg.com**

Senior Applications Developer (PCW/MW)

We are seeking a talented problem-solver with 5 or more years' experience in web applications development to join our dev team working on PCWorld.com and the Macworld network of sites (Macworld.com, PlaylistMag.com, MacOSXHints.com, MacUser.com). Ours is a creative development environment, providing opportunities to explore new technologies while developing clever solutions to performance, integration, workflow, and UI problems. Candidates must have significant and demonstrable web applications development experience. Experience in a Linux-based Java/JSP/Struts environment is preferred, though strong consideration will also be given to those demonstrating varied and extensive experience in other server side development environments such as ASP, PHP, and/or Perl. Must also have experience with SQL (Oracle) and XML/XSLT, as well as client side skills such as XHTML, CSS, and Javascript. The ideal candidate will be organized and independent with good communication skills in a team environment, and must be able to operate in an environment of ever shifting requirements and priorities. Please reply to the email address provided and reference "Sr. Applications Developer" in the subject line. PC World and Mac Publishing are divisions of IDG, the world's leading technology media, research, and event company. www.idg.com
Location: San Francisco **Email: jobopps@idg.com**

Sponsorship Sales Manager (WEC)

IDG World Expo is seeking a creative, results-driven sales professional to join its team. The Sponsorship Sales Manager will be responsible for building and maintaining relationships across IDG World Expo's event brands with the goals of initiating, developing and closing sponsorship and event marketing opportunities that address our clients' needs and strategic goals. Working in collaboration with exhibit sales managers, marketing staff and operations staff, the ideal candidate will develop and deliver custom packages that allow our clients to garner exposure through branding and networking at our events. Candidates should possess a minimum of 3-5 years of sponsorship sales experience, trade show sales experience, strong IT vendor knowledge and a proven track record of sales success. We are looking for a confident negotiator with the ability to manage multiple tasks, and to operate both independently and in collaboration with exhibit sales managers. Qualified candidates will posses experience handling a diverse client base including advertising agencies, have the ability to work creatively to devise innovative solutions to complex sales problems, and posses strong presentation skills, both verbally and by using PowerPoint. Candidates must also be detail oriented, focused on customer needs, and possess exceptional communication, analytical and organizational skills. This position involves 25-30% travel. ***Location: Framingham, MA*** **Contact: S. Scogland, Fax: 508-935-7972, Email: hrsd_recruiter@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Tech Dispenser

continued from page 1

pages and tag pages. Lamont said they are currently working on a Tech Dispenser e-mail newsletter. Of the more than 100 bloggers who have applied, CW editors have approved 58 technology blogs since Tech Dispenser's launch. "This list is constantly growing and as the network increases our reach to potential bloggers grows with it," Pimental said.

According to Lamont, blogs have become prominent in the tech news field and often provide analysis and discussion that audiences can't get elsewhere. He noted that Google, Inc., for instance, is not covered particularly well by traditional tech news publishers, "but there are some bloggers who really do pay attention to what the company is doing, offer analysis of new Google services — and rumors about new Google services — and let audience members discuss these issues."

TECH DISPENSER
Tech blogs filtered by humans, *not* bots

There are a few services that have attempted to capture reader interest in blogs, and there are several blog-focused services that work like Google News, such as Techmeme and Megite. Lamont said these blog aggregators use proprietary algorithms to generate listings of new topics and blog posts. They are useful services, he said, and good at finding and highlighting related blog posts that discuss similar topics.

Lamont said they are flawed, however, in that they are unable to identify quality content. "They're great at counting the number of inbound links to a particular post or news article or counting the number of keywords in a post, but when it comes to spotting a scoop or a well-written analysis of a technology trend, they can't match human editors." Tech Dispenser differs in applying editorial intelligence to the selection of blogs and the aggregation of posts.

"There is no algorithm," Lamont said. "Computerworld Online Projects Editor **Joyce Carpenter** and I decide what blogs are allowed into the Tech Dispenser network and which post excerpts are highlighted. We spend up to two hours a day on Tech Dispenser, and while we cannot match Techmeme, Google News or Megite in efficiency or the number of sources that are monitored, we can beat them at identifying quality blog content. We think that's something that readers will value."

Lamont said he and Carpenter reject some blog posts that are off-topic or don't offer much in the way of original content. All other posts are published either on the Tech Dispenser home page or in the category- and tag-based pages.

Any blogger who applies to join Tech Dispenser — and new ones do every day — has to be approved by the CW editors. Lamont said the criteria he uses include the topics covered by the blog, the frequency of its updates and the originality of the posts. "We reject plagiarists and bloggers who simply repeat information that can be found on company Web sites and press releases," he said. Once a blog has been approved, the posts will start showing up in the Tech Dispenser system for editorial approval, and the blogger will receive information about how to incorporate the Tech Dispenser modules on their site.

Approved bloggers are required to install two modules: a content module featuring headlines from Tech Dispenser and an ad module that can deliver both banner- and text-based advertising. "In exchange," Pimental said, "we highlight blogger's posts on Tech Dispenser — i.e., give them traffic — and split 50/50 the net revenue of ads that appear on their site — give them money."

Tech Dispenser readers need not register for or subscribe to the site. They can get to the site from Computerworld.com, from the Tech Dispenser ad links that approved member blogs place on their sites or via another site or search engine.

About two years ago Computerworld launched IT Blogwatch, which includes a daily update of blog discussions surrounding a particular technology issue as well as links to those blogs. "It was designed to appeal to readers who don't have enough time to sift through RSS feeds or bookmarks to stay on top of technology blogs," Lamont said. Tech Dispenser serves a similar purpose, he added, and while it is updated more frequently than IT Blogwatch (four or five times per day, as opposed to once per day), "Tech Dispenser doesn't have the same personality that lead writer Rich Jennings gives IT Blogwatch."

Because there is no original writing done for Tech Dispenser, the editorial process is about selecting blogs and selecting and categorizing posts. "I hope that Computerworld readers and other people who like to stay current on the discussion in the tech blogging world will use either Tech Dispenser or IT Blogwatch — or both!," Lamont said.

Contact Ian Lamont at ian_lamont@computerworld.com or Tom Pimental at thomas_pimental@computerworld.com.

Tech Dispenser's revenue potential includes licensing to IDG businesses

Tech Dispenser's ad models have yet to be completely fleshed out since there are so many potential opportunities, said **Tom Pimental**, Computerworld and CXO Media director of online analysis and audience development. "We can offer traditional banner and lead advertising on Tech Dispenser, banner and text advertising throughout our network, slice the site and blogs into topics, offer sponsorships on the site and network and much more," he said.

As another potential revenue stream, Tech Dispenser is currently researching licensing its custom-built software to international partners. "We've sent a few ideas on how to accomplish this to IDG Germany and IDG Denmark and would definitely like to include other partners in the planning phase as well," Pimental said.

noteworthy people

Promotions

Pietchel

InfoWorld Senior Operations Manager **Amy Pietchel** has been promoted to event director. "Amy has done an outstanding job in managing our core events, specifically on the operations front, but also above and beyond in other areas by working closely with the other star players of the events team," said **Jill Martay**, InfoWorld director of events. "We've had many successes with Amy on board, most notably with the recent OSBC and SOA programs. Her keen sense of detail and professionalism keeps our programs running smoothly onsite, while delivering the utmost level of service to our program sponsors and attendees. Amy's management of our many event contractors (hotel personnel, decorators, registration vendor) are all testament to her success for our event business."
amy_pietchel@infoworld.com

New employees

IDC New Zealand has hired **Rudi Hefer** as senior sales executive. His IT sales career started in hardware distribution with South Africa's Global Distribution Business Datatec/Westcon. He has also worked for Verizon's Global Account Management team focusing on development and management of accounts such as Nike, McDonald's, Dell and Bloomberg. In New Zealand, he was senior account manager for MacLean Computing, managing relationships with their key accounts in Auckland. Passionate about fine dining, fly fishing and golfing, he enjoys spending time with his wife and their two beagles.
rhefer@idc.com

Quality Assurance Analyst **Bhavna Verma** comes to IDG Corporate Services Group from her role as a quality assurance tester with US Tech Solutions. She holds a bachelor's degree in commerce from the University of Jammu in Jammu Tawi, India, and an M.A. in information technology from Pune University in Pune, India. She enjoys spending time with family, traveling, hiking, photography and sketching.
bhavna_verma@idg.com

Brett Ferry has signed on as CXO Media's regional sales manager based in Framingham, Mass. He was previously the sales director for CMP Media's Finance/Technology Group. Brett has a B.A. in English from Wittenburg University in Springfield, Ohio. He recently finished his first mini-triathlon and will be getting married later this month.
bferry@cxo.com

Also at CXO Media, **Jennifer Finn** is a new sales associate for the CIO Executive Council. She was most recently an independent distributor for Athena's Home Novelties. Jennifer earned a B.F.A. in creative writing and theater from Roger Williams University in Bristol, R.I., and continues to be involved in community theater productions.
jfinn@cio.com

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Share news from your business unit

The World Update editors rely on IDG employees worldwide to submit news, story ideas and information for the Noteworthy and anniversary pages. Send ideas to world_update@idg.com or use the "Submit Your News" button on the home page of IDG Central.

Coming up

IDC Enterprise Data Center Forum
June 18
Miyako Hotel
San Francisco
http://www.idc.com

IDC Service-Oriented Architecture Forum
June 18
New York City
http://www.idc.com

IDC Virtualization 2.0 Forum
June 19
San Francisco
http://www.idc.com

IT Roadmap: Santa Clara
June 26
Santa Clara, CA
http://www.networkworld.com

InfoWorld Enterprise Data Protection Executive Forum
June 26
New York City
http://www.infoworld.com

IDC Human Resources Forum/Canada
June 27
Toronto
http://www.idc.com

CIO Summit 2007
July 30-31
Auckland
New Zealand
http://www.idcresearch.co.nz

Government Insights Conference 2007
Aug. 16-17
Wellington
New Zealand
http://www.idcresearch.co.nz

DEMO China
Sept. 5-7
Beijing
http://www.demochina.com.cn

European ICT Forum
Sept. 10-11
Berlin
http://www.idc.com/events

The Security Standard
Sept. 10-11
Chicago
http://www.networkworld.com

Computerworld Infrastructure and Management World
Sept. 10-12
Scottsdale, AZ
http://www.imworldusa.com

IDC Human Resources Forum/New York
Sept. 17
New York City
http://www.idc.com

IDC-Kahn Consulting Inc. Infomation Management Forum/East
Sept. 18
New York City
http://www.idc.com

IDC Security Forum
Sept. 19
New York City
http://www.idc.com

IDC Enterprise Data Center Forum
Sept. 20
New York City
http://www.idc.com

InfoWorld Virtualization Executive Forum
Sept. 24-25
New York City
http://www.infoworld.com

DEMOfall '07
Sept. 24-26
San Diego
http://www.networkworld.com

Computerworld Business Intelligence Perspectives
Sept. 24-26
Las Vegas
http://www.biperspectives.com/

PC World/Macworld Global Product Support Center meeting
Oct. 7-9
Boston
Contact: Sandy Wong
sandy_wong@pcworld.com

Enterprise Global Product Support Center Meeting
Oct. 9-10
Boston
Contact: Samantha Saunders
samantha_saunders@idg.com.au

Submit details for the IDG Central events list by writing to idgcentral@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Derek Hulitzky *Computerworld*

20
Irmtrud Schaefer *IDG Germany*
Norman Noble *PC World*

15
Agnieszka Cybulska *IDG Poland*

13
Stephen Compton *PC World*

14
Mark Levitt *IDC*

12
Tony Olvet *IDC Canada*
Monica Sambataro *Computerworld*
Emmie Hung Clark *Computerworld*

10
Walter Mehl *IDG Germany*

9
Mario Apicella *InfoWorld*
Mathew Bath *Digit U.K.*
Bronwyn Harrison *IDG Australia*

8
Paul Morrisette *IDC*
Peter Cohen *Mac Publishing*
Anush Yegyazarian *PC World*

7
Stefan Willeke *IDG Germany*
Torun Bjurman *IDG Sweden*
Angel Gonzalo *IDG Spain*

6
Andreas Schmitz *IDG Germany*
Grace Han *IDC China*
Maria Luisa Mielo *IDG Spain*

5
Nina Olsson *IDG Sweden*

4
Elka Ghudial *IDG Global Solutions EMEA*

3
Magdalena Szczodronska *IDG Poland*
Robert Cerulle *IDC*
Heather Karki *IDC*

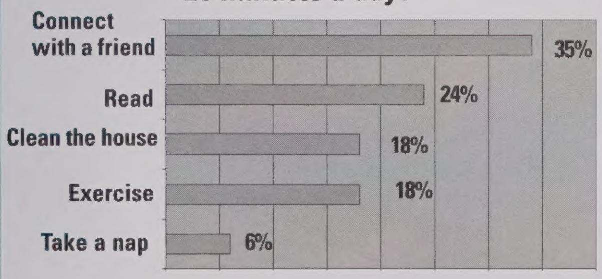
2
Magnus Parnebring *IDG Sweden*
Hiroyuki Kadowaki *IDC Japan*
Naomi Chan *IDC Singapore*
Susana Alvarez *IDG Spain*
Gopal Chauhan *IDC*
Monika Kumar *IDC*
Rob Griffiths *Mac Publishing*
Kenji Kawakami *Mac Publishing*

1
Maria Arvetun *IDG Sweden*
Jeroen Baak *IDG Netherlands*
Eunice Koh *IDC Singapore*
Wetjaree Pattarapatikam *IDC Thailand*
Bao Tran *IDC Vietnam*
Kristin Bonasoro *IDC*
Paul Moon *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Question of the Week for June 4

What would you do with an extra 20 minutes a day?



Log on to http://www.idgcentral.com to vote on this week's question: What would you think if wind turbines to generate electricity were going to be built within view of your home?

Check the classified ads on IDG Central

IDG Central's classified ad section is open to all employees. Post your own For Sale, For Rent, Services and Wanted ads (or create your own category) or check out the variety of offerings currently available. Contributions from employees anywhere in the world are welcome. Go to http://www.idgcentral.com.

Among the recently posted ads:

- **Vacation rentals**: Wales; Cape Cod, Mass.; Hull, Mass.; New Hampshire; Maine; Florida; Arizona; Grand Cayman Island; Florida.

* **Services available**: House painting, kitchen remodeling, jazz combo, personal/small business coaching, wedding photographer, real estate agent.

- **Wanted**: Used cars, portable crib.

- **For sale**: Boats, motorcycle, mobile home, San Francisco Giants tickets.

- **Student exchange opportunity**: IDG Spain employees willing to host high school students for cultural exchange with their families.

One on one

continued from page 3

ers. With unlimited physical boundaries compared with print, our online sites can economically build out multiple topic areas based around user interest with appropriate advertising support in a way that's not economically possible in print. Most of our sites do have targeted content areas, but there is a lot of opportunity to expand on this strategy.

***Q* You talk a lot about the importance of "stickiness." What do you mean by this, how do we achieve it, and how do we measure it?**

A Sites that engage and entertain their audiences and provide users with a comprehensive package of information will retain those users on their sites for longer. The more users are engaged with a site's content and participate with other members the more "sticky" a site will be. Average user time spent on a site is a fairly solid metric. Depending on the technologies being deployed, pages per user, repeat users, ratio of returning to new users are all good indicators of audience engagement. AJAX technologies that dynamically refresh the page, cookie busting and cache clearing all have impacts on accurately measuring a site's traffic. Currently, there is a very active debate going on between panel measurement services such as Nielsen and Comscore and the Interactive Advertising Bureau that tends to favor server-side and log-file measurement systems such as those from companies such as Omniture and Hitbox.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com. WU

celebrating 10!

Name
Dan Miller

Home
Berkeley, Calif.

Joined IDG
June 1991 as an Andrew Fluegelman intern at PC World.

Career path
Moved up editorial ranks at PC World, working in reviews, features, news and online, with a detour in the late 1990s to help start (and then fold) The Web magazine. Left PC World in 2000 to work at Industry Standard and CNET, then returned to IDG at Macworld in 2004.

Current title
Macworld, Executive Editor, Print. I oversee the editorial in the print magazine each month.

Best part of your job
Writing/editing for a bunch of incredibly engaged readers.

Latest accomplishment
We were named Best Computer Magazine at 2006 Folio Awards.

Career highlight(s)
Covering the rise of the consumer Internet — Microsoft's 1995 announcement of its Web strategy; an early Internet World trade show where Jerry Yang and David Filo were handing out cards touting their new site, Yahoo.

I joined IDG because...
Coming out of journalism school at Berkeley, I wanted to work in magazines yet stay in the Bay Area. I met **Steve Fox** (then PC World's managing editor, now at InfoWorld), he hired me, and that was that.

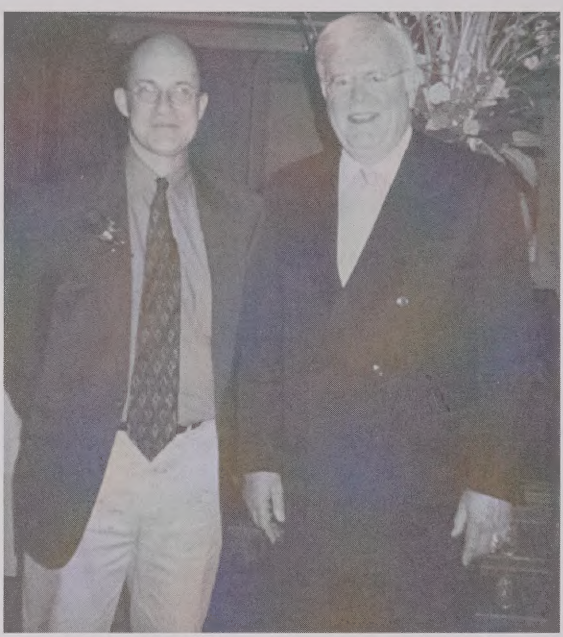
What's kept you at IDG for 10 years?
Opportunities to try new things, lots of lateral mobility.

Best way someone could compliment you on your work
(About an article I've edited): "What a great writer!"

One thing you've learned during your tenure at IDG
Listen to your readers. They know more than you do.

Interests outside the office
Time at home, at the gym, and in the mountains; reading (mostly nonfiction); trying to learn Latin.

Family
My wife Jennie McDonald and I have two children: Sarah, 12, and Ben, 7.



*Mac Publishing's **Dan Miller** (left) was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating his decade of service to the company.*

Most rewarding thing you've ever done, in the office or outside it?
See previous question.

What's currently in your CD player?
CD player? What's that? My iTunes library is 8,000 songs and counting.

What book is on your bedside table?
"1491" (re: pre-Columbian America) and "A Savage War of Peace" (re: the French-Algerian conflict of 1954-1962; very relevant).

What talent do you wish you had?
To be able to paint really good landscapes in watercolors.

As a child, what did you want to be when you grew up?
An archeologist.

First job
Night shift at a homeless shelter.

Your idea of a perfect day alone?
Hiking the Little Lakes Valley in the Sierras.

Pets
Two cats, one nervous hamster.

Manager's profile
"When Dan came to Macworld, it had been years since he'd been a Mac user. But I'm happy to report that he's completely one of us now! Dan is responsible for the high quality of the Macworld print magazine as well as encouraging the mixing of print and online responsibilities for all of our editors. He's a true professional and has done a great job at Macworld."

— Jason Snell, editorial director, Mac Publishing

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Louis D'Mello *IDG India*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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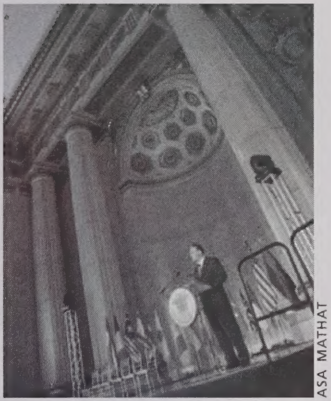
WWW.IDGCENTRAL.COM



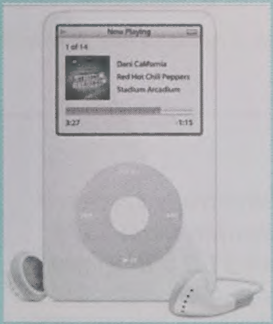
ASA MATHAT

Ron Milton, *executive vice president of Computerworld and chairman, Board of Trustees, Computerworld Information Technology Awards Foundation, addresses the audience at the stately Mellon Auditorium in Washington, D.C.*

Inside this issue

Three IDG executives among Media Business' Top Innovators page 2
Banking Vietnam event page 2
Point of View debuts with CXO Media's Esther Schindler weighing in on the merits of editorial self-promotion page 3
IDG Germany refocuses TecChannel site page 4
Celebrating 10: Computerworld's Sean Weglage page 8

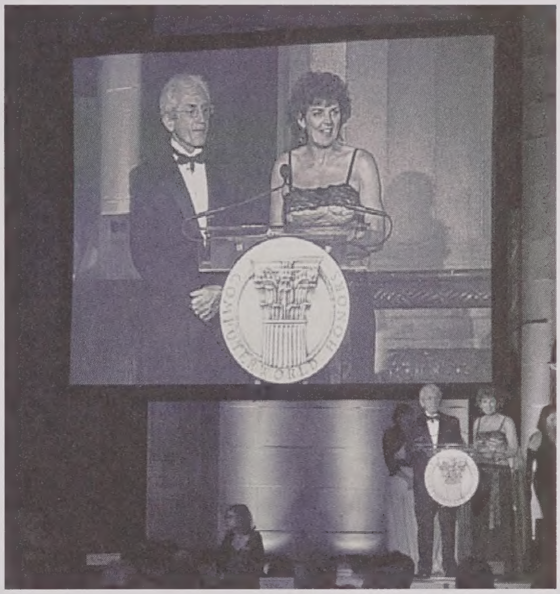
This video iPod could be yours!



To learn how, see page 2.

CW Honors Program recognizes user achievements

19th annual event cites outstanding examples of how IT benefits society



ASA MATHAT

*Computerworld Editor-in-chief **Don Tennant** and Executive Editor/Events **Julia King** announced the finalists and 21st Century Award recipients.*

Doctors consult with their peers thousands of miles away using video networks to improve pediatric care. A company creates a comprehensive hurricane assessment program to safeguard employees and assets. A regional government implements a system for first responders to a disaster to provide real-time patient data to hospitals and public officials.

These seemingly unrelated programs have a common bond: they were among the 10 21st Century Achievement Award recipients recognized on June 4 as part of the Computerworld Honors Program festivities at the Andrew W. Mellon Auditorium in Washington, D.C.

As it has done since 1988, the Computerworld Honors Program brings together the chairmen and CEOs of the world's leading IT companies to recognize outstanding user achievements in technology that have benefited society. The annual process begins with the Chairman's Committee, a group of 100 chairmen and CEOs of leading global IT companies that nominates organizations whose use of IT on a specific project has been especially notable for its originality, breadth of vision and positive impact on society. Those nominations that conform to the program's standards are asked to submit a case

continued on page 4

PCW editorial reorganization aims to boost daily content

Five editors in San Francisco, Boston now comprise "daily team"

In early April, PC World implemented a major editorial reorganization designed to ensure a consistently high volume of popular, topical daily content for its Web site (http://www.pcworld.com). The reorganization involved reassigning five editors from the monthly's San Francisco and Boston offices into a 'daily team,' headed by Executive Editor **Ed Albro**, that is charged with getting breaking industry news, blog items, instant reviews of major products, videos and more on the site.

According to PCW VP/Editor-in-chief **Harry McCracken**, the approach has paid "instant dividends." In April, he said PC World hit one million page views for blogs for the first time, and news had one of its strongest months ever, "both in large part because of all the new content," he said. "We're working particularly hard to ensure that as many PCW stories as possible get prominent promotion in Google News, and it's working."

McCracken said the reorganization is one of many things the PCW staff is doing to ensure that PCWorld.com is "not an online incarnation of a monthly magazine, but a great tech site, period." He said there was "a clear need" for more blogs, daily news stories and quick reviews than the staff could produce in its previous configuration. "So, using a working group representing all parts of editorial, we created a team dedicated entirely to this type of content and organized it so the content creators on it didn't have to worry much about monthly magazine schedules."

The team focuses on topics that are in the news

continued on page 7

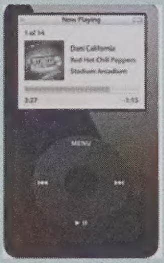
in brief newsworthy

Three IDG executives among Media Business' Top Innovators

HOWIE SHOLKIN

Honored as Top Innovators at the fourth annual Media Business Innovators Awards luncheon, held earlier this month in New York City, were IDG Communications Executive VP, Online ***Colin Crawford*** *(center); Network World Publisher and CEO* ***Evilee Thibeault*** *(second from right); and CSO Magazine Publisher* ***Bob Bragdon*** *(right). Also on hand was IDG List Services President* ***Deb Goldstein****, who was in New York to speak at a Circulation Management Conference. Pictured with the group is Bob Felsenthal, VP and publisher of Media Business and BtoB magazine.*

Check your contact information in the IDG Directory and you could win a video iPod



This could be your iPod!

The IDG Directory exists on IDG's intranet, IDG Central (http://www.idgcentral.com) as a resource for employees worldwide. The directory is intended to contain contact information for every IDG (and IDC) employee as well any as employees of licensees who choose to be included.

The directory can be accessed in two ways. Any employee may access the directory on IDG Central (the first item under "Employee Resources" on the menu bar at the top of the page). Employees whose business units use Lotus Notes can also access the directory via Notes if a replica of the database has been made on a local server.

In an attempt to ensure that the directory contains comprehensive and correct information for all employees at every business unit, IDG World Update is sponsoring a contest. Here's how it works:

Go to the IDG Directory, find your name and check that all the information — the spelling of your name, your title, phone, e-mail address, etc. — is correct. Then send an e-mail to idgdirectory@idg.com stating one of the following:
1. All the information is correct.
2. There are one or more errors and supply the correct information.
3. If you cannot find your name, please supply the following information: name, title, business unit, department, manager's name, direct-dial phone number and e-mail address.

Everyone who responds by Monday, July 16 will be automatically entered into a random drawing to receive iPod.

If you do not have an IDG Central password, use the link at http://www.idgcentral.com to request one. Questions? Please send them to world_update@idg.com.

Banking Vietnam event broadcasts panel discussion on Vnmedia.com

nference / Hội T

Participants in the event's opening ceremony are (l-r): Le Duc Thuy, governor, State Bank of Vietnam; ***Tam Le****, managing director, IDG Vietnam and Indochina; Phung Khac Ke, deputy governor, State Bank of Vietnam; Noritaka Akamatsu, lead financial economist, The World Bank, one of the program's featured speakers; Vu Duc Dam, vice minister, Ministry of Posts and Telematics.*

IDG Vietnam & Indochina and the State Bank of Vietnam co-organized the sixth annual Banking Vietnam conference and expo May 30-June 1 in Hanoi. The event continues to be widely regarded as an important forum where government leaders, IT managers and domestic banking managers can exchange information and learn about the latest technologies that will support Vietnam's banking system modernization.

Vietnam's admission to the World Trade Organization last year has spurred major developments in the country's banking and finance sectors. There are more than 70 commercial and joint stock banks doing business in Vietnam today, with the number of personal banking accounts rising from two million to six million in the past three years.

This year's event attracted more than 900 conference attendees — up from 500 in 2006 — and more than 2,600 exhibition visitors. The 40 exhibitors included HSBC, Citibank, Hewlett-Packard and Incombank. A pre-event golf outing was held for the first time and succeeded in helping build relationships among representatives of the government offices, embassies, vendors and banks.

Another new element of this year's program was a live panel discussion broadcast on http://www.Vnmedia.com, an online newspaper, that involved some 500 online participants who posted 70 questions for the panelists.

For more details write to IDG Vietnam & Indochina PR Executive ***Tram Anh*** *at anh_pham@idg.com.vn.* WU

Fast fact

U.S. ad spending on behaviorally targeted advertising will nearly double from $575 million this year to about $1.0 billion next year.

— Source: eMarketer

point of view

To slashdot or not to slashdot? CXO Media Senior Online Editor ***Esther Schindler*** *says principled self-promotion is acceptable in today's online world. She can be reached at eschindler@cxo.com.*

New challenge for online writers: promoting your own stuff

"Hey, I've been slashdotted!"

That particular crow of achievement generates a swift boost in Web traffic, since even a just-in-passing link from slashdot.org drives hordes of hardcore techies to the site. In an era wherein our articles' (and thus our career's) success is measured in pageviews, external links from such social network sites (which also include digg.com, dzone.com, reddit.com and many others) can mean a heck of a lot.

So far, that's no problem. But how do you get your articles onto those sites? Sure, you can wait for a Loyal Reader to happen to submit the link to the site; that does happen (though in my experience, it's usually the dumber articles that get noticed). But you can just as easily post the link yourself.

Which raises a new "ethical" question for journalists: Is doing so uncool?

In some ways, it feels like icky self-promotion or like astroturfing. In our hearts, we technology writers believe that it's our job to create the brilliant article, and it's someone else's job to get it noticed.

Back when the only game in town was print publications, the best way to be noticed was to have the cover story. But today, it doesn't matter much if your article is on the publication's home page, as most people find the content from search engines (which is another topic entirely) or from links directly to the article.

Yet, I've learned to grit my teeth and submit the article myself. I'm not 100% thrilled by doing so, but, well, what's the difference between me posting something on digg.com and having a reader do it? I, at least, know that it's been posted, and I know why the article is cool (or at least why it was cool enough that I decided it was worth my time to write or assign). Also, I probably have better spelling and grammar. Plus, I certainly want the article to be noticed (and not *only* because I'm a page view addict). A different coworker asked me, "How do I become a freakin' star of the blogosphere?" — and surely that only happens when you get discovered, which generally requires shouting "I exist!"

"How do I become a freakin' star of the blogosphere?"

I do make a point of being descriptive rather than evaluative. That is, I'll write, "This CIO.com article examines..." rather than "This great article explores all the important issues...". Then, I feel, nobody (least of all my inner quibbler) can claim that I'm creating a conflict of interest by tooting my own horn. I also make a point of submitting articles from other coworkers (that is, it's not all my own stuff) and I participate in the community itself (reading and digging entirely too many articles), so I'm not there only to beat my own chest.

I'm not sure how other journalists deal with the same issues. I'd love to hear your opinion.

Esther Schindler is senior online editor at CIO.com and its BlogMom, and she's disgustingly pleased with herself everytime her articles are slashdotted.

What's your Point of View?

Beginning this week, IDG World Update will feature occasional opinion pieces from employees on topics of current interest regarding any aspect of the media publishing, events or research businesses. For example:

Will user-generated content eclipse the work of professional journalists? What's the role of an editor in fostering online community? Got a great idea to boost page views or feel the need to sound off about which online metrics matter most? How visible should vendors be at face-to-face events?

In general, anything goes! Send your piece or thoughts about a possible topic to world_update@idg.com. Length is flexible; 850 words at most.

New blog featured on IDG Central

Lamont

Computerworld Senior Online Projects Editor **Ian Lamont** offers his observations on 21st-century technologies, from data mining to virtual worlds. His blog, I, Lamont, joins blogs from InfoWorld.com VP, General Manager **Virginia Hines** (Reinventing Media, in which she chronicles IW's journey toward becoming a 21st century media business), **Kellie Parker,** online community manager, PC World, Mac Publishing (Community Gardening, which looks at issues and challenges involved in building online communities) and IDG Communications EVP, Online **Colin Crawford** (Colin's Corner, which offers commentary on online revenue trends, Web tools, webfeeds, syndication and community content).

CW Honors

continued from page 1

ASA MATHAT

A subset of the Computerworld employees involved in the CW Honors gala assemble for a photo. (Bottom, l-r): ***Josh Ryan**, **Timothy Johnson**, **Deborah Lee**, **John Vulopas**, **Ann Spurling**, **Chris Johnson**, **Jason O'Leary**. (Middle, l-r): **Ron Milton**, **Marissa Milton**, **Kelly McGill**, **John Amato**, **Sandy Weill**, **Joy latino**, **Kathleen Dury**, **Laureen Austermann**, **Julia King**, **Julie Lynch**, **Derek Hulitzky**. (Back, l-r): **Nancy Felsheim**, **Chrissy DeAvila**, **Michael Meleedy**, **Amy McLellan**, **Don Tennant**, **Bob Carrigan** (IDG) and **Jeff Anthony**.*

study. This year 234 case studies from 26 countries were accepted and given laureate status and honored at a medal ceremony earlier in the day.

"One of the best parts of this event is seeing the laureates so happy," said CW Honors Program Director **Sandy Weill**. "They are thrilled to be there, and they love the event. Giving recognition to these organizations whose outstanding projects are not often in the public eye is extremely gratifying."

An independent board of judges evaluates all the laureates' case studies and selects the top five in each of ten categories as finalists. The categories are: Business and Related Services; Education and Academia; Environment, Energy and Agriculture; Finance, Insurance and Real Estate; Government; Healthcare; Manufacturing; Media, Arts and Entertainment; Non-Profit Organizations; and Transportation. One project in each of those categories is then selected as a 21st Century Achievement Award recipient and honored at a gala celebration that evening. Close to 615 individuals registered for the festivities compared with 546 last year.

In addition to recognizing outstanding organizations, the Computerworld Honors Program also presents a series of Leadership Awards designed to recognize the extraordinary achievements of individuals, typically customers, who have made exceptional, positive contributions to the IT arena. In addition to longtime leadership sponsors EMC and Morgan Stanley, IBM signed on as well, having first participated at a lower level in 2005 and then increasing its sponsorship by 90% in 2006. The Leadership Awards and the recipients honored were:

- EMC Information Leadership Award: Laura E. Campbell, associate librarian for Strategic Initiatives, Library of Congress, for her role in developing a national strategy for the collection, access and preservation of digital materials.
- Morgan Stanley Leadership Award for Global Commerce: John W. Thompson, chairman and CEO, Symantec Corp. for his role in making Symantec a global leader in infrastructure software, enabling businesses and consumers to have confidence in a connected world.
- IBM Global Public Sector Innovation Excellence Leadership Award: Michael Bloomberg, mayor, City of New York, for his wide-ranging dedication to philanthropy and civic affairs and his efforts, which spawned Bloomberg LP, to create a financial information computer that would collect and analyze different combinations of past and present securities data and deliver it immediately to the user.

Computerworld's Strategic Programs & Events team handled logistics for the June 4 event. **Ron Milton**, executive vice president of Computerworld and Chairman, Board of Trustees, Computerworld Information Technology Awards Foundation, hosted the entire event. Computerworld Editor-in-chief **Don Tennant** and Executive Editor/Events **Julia King** announced the finalists and 21st Century Award recipients. CW President, Publisher & CEO **Matt Sweeney**, IDG Communications President **Bob Carrigan**, who chairs the Chairman's Committee, and **Matt Smith**, executive vice president and COO, Computerworld, Trustee, Board of Trustees, Computerworld Information Technology Awards Foundation, also participated on stage.

All the laureate case studies and video interviews of the leadership award recipients are included in the Computerworld Honors Program online archives and on a DVD that is sent to universities, museums, national archives and research institutions worldwide: 350 this year compared with 250 in 2006. The DVD is also given to all current sponsors and used for sponsor recruitment.

The Oral Histories section of the online archives contains personal and professional stories of prominent individuals from the IT community. Among those represented: David Packard, co-founder of Hewlett-Packard, Tim Berners-Lee, inventor of the World Wide Web, and Andrew Grove, former Intel chairman.

Write to sandy_weill@computerworld.com or go to http://www.cwhonors.org.

Activist CEOs shape the program

The CW Honors Program stems from IDG Chairman **Pat McGovern**'s vision to recognize the significant role technology can play in benefiting society. McGovern created the program in conjunction with the Smithsonian Institution, and while the Smithsonian is no longer a partner, the critical role of the 100 CEOs on the Chairman's Committee, who nominate customers for awards, remains intact.

Since assuming full responsibility for program management in 2005 — a longtime contractor previously oversaw the event — the Computerworld Honors team has made it a priority to closely monitor how active the Chairman's Committee representatives are in suggesting nominees. Companies are replaced and new ones brought on as needed, thereby ensuring that a large pool of quality initiatives are being identified, said CW Honors Program Director **Sandy Weill**.

June 18, 2007

Senior Account Executive (Financial Insights)

Financial Insights is seeking to hire a Senior Account Executive or Director-level Salesperson located in the Northeastern part of the United States who has been particularly successful selling application software and/or services (e.g., advisory services, consulting services) to large Retail Banks, Investment Banks, Commercial Banks, Brokerages, and/or Venture Capital firms specifically in the greater New York City area. Solid success selling to the Hardware and Software Vendor community who service the Financial Services marketplace is also very desirable. This position requires an experienced sales professional and a true "self-starter" who will have responsibility to acquire and service large financial institutions, specialty financial services consultancies, and dozens of specialty financial services vendors, primarily in the Eastern half of the US and Canada. The successful candidate will have a proven track record of new sales acquisition in the greater New York City area with strong, "leverageable" relationships and be able to "speak the language" of IT as it pertains to Capital Markets, Corporate Banking and Retail Financial Services. ***Location: New York, NY*** **Contact: L. Barton, Fax: 508-935-4432, Email: idc_jobs@idc.com**

Web Developer (IDGE)

IDG Entertainment, the third-largest gaming-information network worldwide with over 7 million unique visitors per month, is looking for a savvy web developer to join their talented team! The Web Developer will be responsible for creating, maintaining and improving web applications for the IDG Entertainment network. Utilizing web standard and best practices, the Web Developer will define and develop solutions to advanced technical issues and content flow. The Web Developer's main focus will be to develop and enhance new site features, refine community functionality, build CMS applications to manage/publish content, and help develop and manage community interaction. This position requires experience using ColdFusion, XHTML and CSS as well as other web programming and scripting languages such as: Javascript, XML, AJAX and SQL – for application and site development. The position may also require knowledge of system architecture practices, front-end development such as Photoshop and Flash. This position requires 3+ years of web development experience. ***Location: San Francisco, CA***
Contact: Lisa Hess, Fax: 415.974.7316 Email: jobs@gamepro.com

Events Sales Manager (IFW)

InfoWorld is seeking a seasoned sales professional to join its team to expand its event sponsorship and custom business opportunities. The Events Sales Manager will be responsible for selling event sponsorships to executives in IT vendor companies for its core events. Intimate knowledge of current IT concepts and vendor/user relationships is required, as well as a proven track record in selling conference sponsorships to the executive level.
Requirements include the ability to work independently and succeed as an individual contributor while being able to work as a team player with our field sales force. Travel is required. Please have a BS/ BA or equivalent. Submit cover letter, resume and salary requirement to jobopps@idg.com, and please reference "IFW Events Sales Manager" in the subject line. ***Location: San Francisco, CA*** **Contact: Job Opportunities, Email: jobopps@idg.com**

Account Executive (NWI)

Network World Inc. is seeking a dynamic, self-starting integrated sales professional with 2 years of online and print media sales experience. This professional must have a proven track record in creating new business opportunities, prospecting accounts and increasing current customer revenue. Ideal candidate will be a highly effective communicator with the ability to close a sale. Applicant must be able to work in a team environment. This position will require the ability to deal with various decision makers, including Director and VP levels and work with companies of all sizes. ***Location: San Francisco, CA*** **Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com**

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Downloads Coordinator (PCW)
PCWorld.com, the Web's trusted resource for management-level buyers and users of technology products, is seeking part-time summer help to manage the update and cleanup process for its downloads file library. Duties include updating latest file versions available for download; obtaining linkbacks from software publishers; installing and spyware/virus scanning files; updating and modifying reviews; auditing the downloads database for duplicate, dead and incomplete files; researching popular download files from other sites; and tracking all changes. The ideal candidate will be internet savvy and have experience uploading and downloading files from the internet, as well as using spyware and virus scan applications. Other requirements include excellent written and verbal communication skills and solid MS Word and Excel skills. This is a part-time, temporary position at 10 hours per week with compensation at $12.00/hour (negotiable). We anticipate that the position will last approximately 10 weeks. If you are looking for a great summer job and would be interested in working for one of the Web's most popular technology sites.
Location: San Francisco, CA **Contact: Job Opportunities, Email: jobopps@idg.com**

Staff Accountant (PCW)
PC World Communications, Inc. is seeking a Staff Accountant. The major responsibilities will be performing monthly journal entries, balance sheet reconciliations, inter-company chargebacks, commissions, report distributions, and other duties as assigned. Requirements include a BS in Accounting with up to 2 years accounting experience. The ideal candidate will have publishing experience and be proficient in Excel, Lotus Notes, Word, and Computron accounting software. Excellent analytical, organizational, and written/verbal communication skills are necessary. The ideal candidate will have the initiative to work independently and the ability to manage multiple assignments.
Location: San Francisco, CA **Contact: Job Opportunities, Email: jobopps@idg.com**

IDG

Current Jobs, Week of June 18, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	IS	IT Systems Administrator	Framingham MA	Julie Lynch	jlynch@computerworld.com	508-820-8162
	Mktg	Marketing Manager	Framingham MA	Julie Lynch	jlynch@computerworld.com	508-820-8163
CXO Media						
	Edit	Senior Fact Checker	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Edit	Senior Writer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Web Writer	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Fin	Junior Staff Accountant	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Online	Senior Web Developer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
Financial Insights						
	Sales	Sr. Account Executive	New York NY	Leah Barton	lbarton@idc.com	508-935-4336
Government Insights						
	Sales	Sr. Account Executive	Falls Church VA	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Consulting	Consulting Director, Financial Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Infrastructure Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Product Manager	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Program Manager, WW Tracker Program	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Enterprise Networks	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Intern, Industry Insights	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Research Manager, Security Services and Identity Management	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research VP, Enterprise Storage	Framingham MA, San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Application Development Software	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Application Outsourcing Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Business Voice Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Global Services Competitive Views and Strategies	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4267
IDC- Canada						
	Research	Sr. Research Analyst	Toronto Canada	Jim Klepper	jklepper@idc.com	508-935-4143
	Research	Sr. Research Analyst, Canadian Security Market	Toronto Canada	Susan Brown	sbrown@idc.com	508-935-4099
IDC Communications						
	Admin	Part-time Office Associate	Irvine, CA	Sara Scogland	sara_scogland_idg.com	508-935-4161
IDG Entertainment						
	Ad Coord	Ad Ops Coordinator	San Francisco CA		jobs@gamepro.com	415-978-3185
	Intern	Video Production Intern	San Francisco CA	W. Chan	wchan@gamepro.com	415-974-7347
	Online	Associate Web Producer	San Francisco CA	L.Hess	jobs@gamepro.com	415-978-3185
	Online	Video Producer	San Francisco CA	L.Hess	jobs@gamepro.com	415-978-3185
	Sales	Account Manger	New York NY		salesjobs@gamepro.com	
	Tech	Web Developer	San Francisco CA	L.Hess	jobs@gamepro.com	415-978-3185
IDG List Services						
	Exec	VP/SVP, List Services	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-935-4791
InfoWorld						
	Sales	Events Sales Manager	San Francisco CA	Job Opportunities	jobopps@idg.com	
Manufacturing Insights						
	Research	Program Director, Supply Chain Strategies	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
Network World						
	Online	Senior Designer & Information Architect	Southborough MA	Eric Cormier	careers@nww.com	508-490-6454
	Online	VP Online Development and Custom Media	Southborough MA	Eric Cormier	careers@nww.com	508-490-6454
	Online	Web Designer	Southborough MA	Eric Cormier	careers@nww.com	508-490-6454
	Sales	Account Executive	San Francisco CA	Eric Cormier	careers@nww.com	508-490-6455
	Sales	Integrated Sales Manager	Paramus NJ	Eric Cormier	careers@nww.com	508-490-6454
	Sales	DEMO, National Account Manager	New York NY, San Francisco CA,	Eric Cormier	careers@nww.com	508-490-6454
PC World						
	Bus Dev	Business Development Coordinator	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Edit	Downloads Coordinator	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Fin	Staff Accountant	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Marketing	Email Marketing Manager	San Francisco CA	PCW Jobs	jobopps@pcworld.com	
	Sales	East Coast Account Director	Framingham MA	Job Opportunities	jobopps@idg.com	
PC World/Macworld						
	Exec	CEO	San Francisco CA	Piper Sheer	piper_sheer@idg.com	508-935-4600
	Online Sales	Inside Sales Representative	Framingham MA	Job Opportunities	jobopps@idg.com	
	Online Sales	Inside Sales Representative	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Tech	Sr. Applications Developer	San Francisco CA	PCW Jobs	jobopps@pcworld.com	
WEC						
	Sales	Sponsorship Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

Germany's tecChannel tightens its business focus

Web site eliminates B2C content in bid for stronger market position

IDG Germany this month introduced a new version of its popular TecChannel site (http://www.tecchannel.de), designed to boost its standing in the market by tightening its business focus and improving its usability. Launched in 1999, TecChannel provides IT news, reviews and features. Over the years, it has covered a broad range of IT subjects and developed a readership that included not only IT professionals, but students and scientists.

Following the recommendations of a branding study among agencies, clients, vendors and the media earlier this year, TecChannel is "100% business-oriented," said TecChannel Publisher **Dirk Limburg**. "We see our audience as only those who need SMB and enterprise IT solutions — not students or scientists — and therefore there will be no B2C content. This gives us a stronger, clearer position in the local market."

Limburg added that "the most impressive" feedback his group received from the study was the fact that TecChannel's content is "packed with knowledge and we are very solution-oriented."

TecChannel currently has 444,000 non-paying subscribers, 6,100 subscribers who pay up to 9 Euros (US$12) per month for access to premium content and a total readership of approximately 750,000. The site receives approximately 230,000 page views per day.

As part of TecChannel's repositioning, it bought Germany's Redtec, a print publisher with a focus on Lotus Notes, Microsoft Exchange and Linux and a subscriber base of 2,000 and integrated its content into the TecChannel site. "It was the perfect audience for us," Limburg said.

Limburg said TecChannel's new structure is a horizontal one, covering topics such as servers, storage and security. There will also be up to 30 subchannels per topic, providing a precise categorization of content. Each channel will seek to build a community by allowing readers to comment on articles and rate their relevancy, and editors have been assigned to each channel to help nurture these communities.

"On a monthly basis we'll cover more topics that are relevant in the IT market, such as e-governance or compliance, and each of these business processes always has a hardware, software or telecommunications aspect that we can break down," Limburg said.

Besides the standard banner and skyscrapers ads, the site has sponsored channels and advertiser-supported partner zones from vendors such as IBM, Avaya and Trend Micro, as well as a library of vendor white papers, webcasts, videos and podcasts. TecChannel also produces events; its fourth security conference will be held in Munich, Frankfurt and Düsseldorf between now and November.

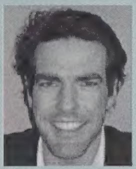
While TecChannel has closed the English-language version of its site, which was launched in 2003, it still has a print component in the quarterly TecChannel Compact magazine. Compact, which was launched in 2002 and now has a circulation of 15,000, focuses on a single IT topic; it is sold on newsstands, online and through subscription.

Limburg said TecChannel's repositioning will leave its German competitors behind. "No one is as focused as we are on the IT industry. I've presented the details of the new TecChannel to our London agencies, and they were impressed by our strong, clear, concrete positioning."

For more information contact Dirk Limburg at dlimburg@tecchannel.de.

Behind the scenes

IDG Germany's TecChannel has a staff of 13:



Publisher and Director of Sales ***Dirk Limberg***

Editor-in-chief ***Michael Eckert***

Deputy Editor-in-chief ***Albert Lauchner***

Software and Networking Senior Editor ***Mike Hartmann***

Software and Networking Editor ***Moritz Jäger***

Hardware Senior Editor ***Malte Jeschke***

Hardware Editor ***Christian Vilsbeck***

Hardware Editor ***Bernhard Haluschak***

In addition:
Editorial and Publisher's Assistant **Claudia Capello**, Associate Sales Director **Jan Hantke**, Media Consultants **Sebastian Sippel** and **Anja Gebele** and Key Account Consultant **Thomas Friedl**.

Coming up

IT Roadmap: Santa Clara
June 26
Santa Clara, Calif.
http://www.networkworld.com/events

InfoWorld Enterprise Data Protection Executive Forum
June 26
New York City
http://www.infoworld.com

IDC Human Resources Forum/Canada
June 27
Toronto
http://www.idc.com

CIO Summit 2007
July 30-31
Auckland
New Zealand
http://www.idcresearch.co.nz

Government Insights Conference
Aug. 16-17
Wellington
New Zealand
http://www.idcresearch.co.nz

DEMO China
Sept. 5-7
Beijing
http://www.demochina.com.cn

Go to IDG Central for more events.

noteworthy people

New employees

Carolyn Rauch joins IDG World Expo as VP, event development and will be responsible for business development initiatives and cultivating new events with an emphasis on strategic planning and branding across all events. Rauch was senior VP with the Entertainment Software Association where she managed the association's E3 Media and Business Summit, as well as public relations, research, aspects of the E3Expo trade show, grassroots campaigns, and other programs. "Carolyn is a seasoned executive who brings a broad range of experience to IDG World Expo and we are thrilled to have her on board," said **Mary Dolaher**, IDG World Expo CEO. "She will play a pivotal role in helping us build our event portfolio, as well as build on the success of our existing events." Rauch earned a B.A. in political science and international relations from Brown University in Providence, R.I. *carolyn_rauch@idg.com*

Previously chief technology officer with Fujitsu's retail group, **Scott Langdoc** joins IDC Framingham's Retail Insights group as VP, research. He holds a B.S. in business administration from California State University/Sacramento and enjoys travel, golf and electronics. *slangdoc@idc.com*

IDG WORLD UPDATE

Moren

Macworld has hired **Daniel Moren** as associate editor. He was previously technology associate at the Program on Humanitarian Policy and Conflict Research at Harvard University's School of Public Health. A graduate of Cornell (N.Y.) University, he holds a B.A. in English and enjoys Ultimate Frisbee, air hockey and film. *dmoren@macworld.com*

IDC Asia/Pacific in Singapore has hired **Philip Carter** as associate research director, IT Services. Prior to joining IDC, Carter spent seven years with SAS Institute, first heading up the Market Intelligence group in their EMEA headquarters and then responsible for the AP-wide business development in the Public Services sector. He has an honors degree in business science, majoring in economics and law, from the University of Cape Town, South Africa and enjoys rugby, golf, cricket and squash. *pcarter@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Out and about

*CIO Publisher **Gary Beach** (left) catches up with Microsoft Chairman Bill Gates at The Wall Street Journal's recent All Things Digital conference in Carlsbad, Calif.*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

29
Debra Sobin *IDG*

27
Robin Robison *IDG*

25
Deb Waters *IDG*

23
Rick Buroni *Computerworld*

21
John Robison *IDG*
Bob Ostrow *InfoWorld*

19
Lottis Bergsson *IDG Sweden*

18
Janet King *IDG Research Services*

16
Torgeir Vikan *IDG Norway*

15
Stephen Lawson *IDG News Service*

13
Stephen Compton *PC World*
Arantxa Garcia *IDG Spain*

12
Diane Nadeau *IDG*
Jager de Jeroen *IDG Netherlands*
Caryn Bousquet *IDC*
Amie White *IDC*

11
Steven Traynor *CXO Media*
Steven Spingola *Mac Publishing*
Manuela Mancosu *Nuov@ Periodici Italia*

9
Lance Castonguay *IDG*
Amy Lynn Capistran *IDG*
Clas Mehus *IDG Norway*
Wei Ming Xu *PC World*

8
Walter Mastrapa *PC World Latin America*
Danielle Cyr *IDG World Expo*
Lijun Lin *InfoWorld*

7
Jennifer LeMay *IDG World Expo*
Tom Sullivan *InfoWorld*
Arturo Flores *PC World*
Alexa Wriggins *PC World*
Marc Perrella *IDC Canada*
Philippe Rose *IDG France*
Huei Min Lee *IDC Malaysia*
Christopher Chute *IDC*
David Shapira *IDC*
Stephanie Torto *IDC*
Robert Weber *IDC*

6
Derek Jung *CXO Media*
Belinda Johnson *IDC Austraila*
Kyoko Suzuki *IDG Japan*

5
Karen Arnowski *IDG Global Solutions*
Michelle Kloss *Mac Publishing*
John Wang *PC World*
Marcus Wilkinson *Macworld U.K.*
Nora Freedman *IDC*

4
Lu Dai *IDG Asia*
Cress O'Brien *CXO Media*
Tanya Webber *IDC Australia*
Margaret Banaghan *IDC Australia*
Natalya Yezhkova *IDC*

2
Elizabeth Montalbano *IDG News Service*
Erin Brennan *IDG*
William Roche *CXO Media*
Christopher Lynch *CXO Media*
Paul Zampitella *Mac Publishing*
Nicola Morrison *Macworld U.K.*
Gladys Chia *IDG Global Solutions EMEA*
Bruno Andrade Faria *IDC Brazil*
Ji-Sun Chai *IDC Korea*
Stephen Chong *IDC Malaysia*
Shirley Teo *IDC Singapore*
Jorge Hernandez *IDC Mexico*
Thiago Lima *IDG Brazil*
Michael Rose *IDC*

1
Elaine Senay *IDG*
John Harrison *CXO Media*
Mikael Norberg *IDG Sweden*
Rowald Prujin *IDG Netherlands*
Taufiq Setiyono *IDC Indonesia*
Jose Octavio Neves *IDG Brazil*
Louise Sheather *IDG Australia*
Jony Moe *IDC*

Any business unit wishing to have its employees' anniversary dates listed may send the appropriate information to *IDG World Update* at world_update@idg.com.

Tips for boosting Google ratings

PCW VP/Editor-in-chief **Harry McCracken** provided the following tips on boosting Google ratings:

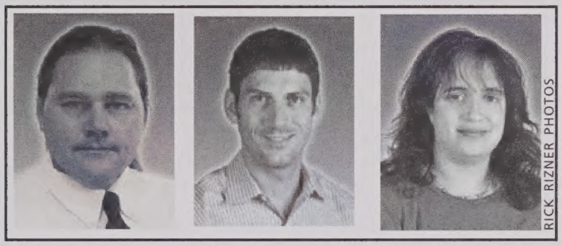
- Sign up for Google Sitemaps (http://www.google.com/webmasters/sitemaps) and use Google's Webmaster tools to analyze your site's relationship with Google News.
- Check the Sci-Tech block in Google News frequently; if there's an item on a story your site should cover, make sure you do so. Some topics stay on Google News for days; it can be worth your while to do multiple stories on them.
- Don't be generic. Google News users are most likely to click on stories that sound intriguing, so make sure the headline and first couple of sentences of your stories and blog posts have some personality and don't read like a Reuters-style news report.
- Do be realistic. Ultimately, you don't have control over what the Google News algorithm thinks of your site. (PC World is fortunate in that Google News has a very high propensity to link to our content.)

PC World

continued from page 1

each day, which are covered through blog posts, news stories, hands-on reviews, videos, polls and more. The team also works on some longer-term projects that require more in-depth research and reporting. Other PC World staffers also contribute to the site as time permits.

Some early online successes included several hands-on looks at new Google services by Boston-based Senior Reporter **Tom Spring**. Associate Editor **Erik Larkin**'s report on a particularly nasty virus outbreak was also very popular, as were several first-look reviews by Senior Products Editor **Melissa Perenson**.



*Online-first ontent provided by (l-r) Senior Reporter **Tom Spring**. Associate Editor **Erik Larkin** and Senior Products Editor **Melissa Perenson** registered significant traffic.*

The daily team is "all about original PCW content," McCracken said, but it coordinates closely with the IDG News Service so there is no overlap in news content. PC World bloggers, such as Digital World's Emru Townsend and Cathy Lu, and Game On's Matt Peckham, get involved when there's news that falls in their beats.

Perenson, Spring and Larkin all write for the site, working with Senior Associate Editor **Anne McDonald** and Senior Editor **Eric Dahl**, who oversee the team. They all keep in close touch with Albro, who has ultimate reponsibility for topics, and PCWorld.com Editor **Bud McLeod**.

RICK RIZNER PHOTOS

*(L-r): Executive Editor **Ed Albro**, Senior Editor **Eric Dahl** and PCWorld.com Editor **Bud McLeod** all have management responsibilites for the new online team.*

Team members have beats and specialties, McCracken said. Spring handles a lot of consumer-issues reporting, Larkin covers security and the Web; and Perenson skews toward hardware. "However, we're finding that it's important that they all work as generalists, since we never know what topics will be in the news on a particular day."

McCracken said the daily team still has "a little bit" of print responsibility, since much of their content will also end up in the monthly magazine. "What we're trying to free them of is involvement in big, ambitious print features and comparison reviews, since those projects are so time-consuming that it's tough to do both them and quick-hit online reporting."

The team is monitoring which topics and types of content are most popular and will evolve the site's coverage over time to reflect them. "We'd like to do more items with a community element to them," McCracken said, "so our daily coverage is a conversation between editors and PC World visitors."

He added that "the Google News algorithm loves PC World content, so it's mostly a matter of keeping close tabs on what tech topics are prominent in Google News' Sci/Tech section, and making sure that we've covered them."

For more information contact Harry McCracken at harry_mccracken@pcworld.com. WU

Museum of Fine Arts passes available through June 30

As a corporate sponsor of several Boston museums, IDG has a limited supply of museum passes available for employees who work in the area or who may be planning a trip to Boston.

The passes for the Museum of Fine Arts may be used through June 30. There are also passes available for the Museum of Science (good through Jan. 31, 2008) and the New England Aquarium (good through Nov. 30, 2008). Limit four passes per employee. Send your request to world_update@idg.com.

Question of the Week results for June 11

If wind turbines to generate electricity were going to be built within view of your home, would you:

- Happily accept them as a non-polluting energy source -- **68%**
- Accept them but be unhappy they've changed the local scenery -- **21%**
- Protest their installation -- **11%**

Log on to http://www.idgcentral.com to vote on this week's question: Apple's iPhone — will it succeed?

celebrating 10!

Name
Sean Weglage

Home
San Francisco

Joined IDG
October 1993 as a Quality Assurance Specialist in Computerworld's Database Division.

Career path
Went from opening mail, to data entry, to account executive for CW's Database Division selling the VAR database, then to Network World as account manager for Marketplace Ads and card decks, then transferred to California as district sales manager selling full-page ads, online and events, then transferred to Computerworld's online team as online sales manager, West Coast, then became national online sales director, Computerworld.com and am now VP/Associate Publisher of Computerworld.com.

Most challenging part of your job
Keeping up with the continued growth of the online space and ahead of the curve on new ideas.

Best part of your job
Managing a very talented group of people. Without my team, my days would be empty. Good people and good friends.

Latest accomplishment
Winning my baseball fantasy league in 2006.

What's kept you at IDG for 10 years?
The people — amazing people to not only learn from but to grow with. I think of IDG as a second college where I am learning every day and making friends that will last a lifetime.

If you could change one thing about IDG
Better communication amongst business units. Bring back the IDG Sales Meetings so all groups can meet and work together.

One thing you've learned during your tenure at IDG
Anything can happen if you put your mind to it.

Interests outside the office
Fantasy football and baseball, traveling to all the baseball parks, the Boston Red Sox and New England Patriots…I'm a huge fan.

Most rewarding thing you've ever done
Built an incredible sales team from scratch. Have found five wonderful and talented people to work on the online sales team.

What accomplishment at work are you most proud of?
Winning the President's Award at Network World in 1998 when I sold back of book.

Computerworld's ***Sean Weglage*** *(l) was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating his 10 years of service.*

Dream destination
Any tropical island.

Fantasy job
General manager of a baseball team.

Five people — living or dead — you'd invite to dinner?
Hugh Heffner, my first Sales Director John Carpenter, Ted Williams, Tom Brady and Marilyn Monroe.

As a child, what did you want to be when you grew up?
A teacher.

Favorite celebrity encounter
Cuba Gooding, Jr. I met him in a bar in Atlanta; he hugged me because I was wearing a Boston Bruins hat.

Your last meal would be
Mac and cheese.

Manager's profile
"When I first spoke with Sean about joining CW he told me he worked 80 hours a week. I had a Colbert Report opportunity and challenged him to do the math for me. I held up fingers as he counted the hours of a typical day but thought he was exaggerating ... he wasn't. He is dedicated, connected, customer centric and willing to share his contacts and knowledge across all of the IDG business units. We joke with Sean about his high profile within the San Francisco online community, and in his new role he is taking the campaign nationally. I just wish he would get a larger car...I feel like a Shriner driving around the Bay Area on sales calls."

— Matt Sweeney, president, CEO and publisher, Computerworld

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

IDC Innovation Awards share success globally

Program aims to grow revenue as regions adopt effective research efforts

IDC has created a mechanism to recognize innovative research efforts and educate global managers about the success of those initiatives so they can be replicated for clients in other parts of the world.

The IDC Innovation Awards program took shape earlier this year when members of IDC's executive strategy committee discussed how to uncover opportunities to increase revenue. The program got underway May 23 via an e-mail from IDC President & CEO **Kirk Campbell** to IDC employees worldwide inviting them to nominate successful research products, well-executed product positionings and/or unique approaches to executing products and solutions that have proven valuable to clients.

"This is a unique opportunity to recognize the excellence of our researchers worldwide and reward the most promising research program innovations within IDC," Campbell said. "These award-winning research ideas will be adopted by IDC's regions and countries, which will significantly contribute to our growth next year."

Fourteen nominations were submitted, and on June 20 IDC's senior vice presidents convened to select eight winners (see sidebar p. 5).

"The world of innovation has no borders," said IDC Canada Managing Director **Vito Mabrucco**, who listened to the June 22 teleconference and whose team submitted a nomination. "Companies that leverage smart and creative ideas throughout their organization have a better chance of bringing innovation to the forefront. This approach is grounded on that belief that good ideas can come from anywhere, and what is needed is an effective method of communicating those ideas and creating business advantage for IDC globally."

The winners outlined their initiatives to IDC's 35-member global management team on June 22 using the LiveMeeting teleconferencing system. Each

continued on page 5

'08 edition
coming soon!
2007
Employee Calendar
IDG

The 24th annual IDG Employee Calendar Contest has begun!

-- see p. 6

IDG China unveils site, publication for entrepreneurs

IDG China's portfolio now includes a Web site and magazine, Entrepreneur, targeted to the growing number of business owners and leaders generating new jobs in China's burgeoning economy.

IDG China signed a license agreement earlier this year with Entrepreneur Media Inc., a company based in Irvine, Calif., that has Entrepreneur publications in the U.S. Mexico, South Africa, Hungary, Russia and the Philippines. EMI recently signed another license agreement with K.R.M. Media Ltd. to produce an Arabic edition for the Middle East and North Africa.

IDG China is producing the Web site and the ,magazine through a 50:50 joint venture with Zero2IPO, China's leading information provider to the country's venture capital industry.

The Web site, http://www.cyzone.cn, debuted in January; "CY" represents the Chinese characters for "entrepreneur." With IDG China serving as the investor and Zero2IPO handling daily management, the site was relaunched in mid-June following improvements to better appeal to the audience. A large-scale online marketing campaign for the site has just begun. The site had 16,711 unique visitors and 118,062 page views during May.

A trial issue of the print magazine is now on the newsstands, with the first regular issue planned for October. Plans call for the magazine to be monthly by 2008, with a circulation of 30,000 through newsstand sales and paid subscriptions. **Mary Nan**, the CEO of the joint venture, is currently managing the editorial side of the business (mary.nan@cyzone.cn).

*For more details contact IDG China Manager, Business Development **Cathy Cheng** (cathy_cheng@idg.com.cn) or Director of Corporate Communications **Karen Ren** (karen_ren@idg.com.cn).*

WU

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in brief newsworthy

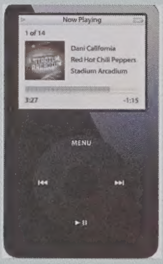
Computerworld produces fifth annual Mobile & Wireless World

MOBILE & WIRELESS WORLD

CHRISTIE'S PHOTOGRAPHIC STUDIOS

*Computerworld Vice President/Custom Content Strategy **Bill Laberis** (right) interviewed Norm Fjeldheim, senior vice president and CIO, Qualcomm, during the fifth annual Mobile & Wireless World Conference in Orlando, Fla., last month. The event, targeted to CIOs and other senior IT leaders, focused on the challenges and solutions for enterprise mobility, with speakers from companies that are large users of mobile technologies sharing their experiences. Recognized during the event were the winners of the Best Practices in Mobile & Wireless Awards.*

Check your contact information in the IDG Directory and you could win a video iPod



This could be your iPod!

The IDG Directory exists on IDG's intranet, IDG Central (http://www.idgcentral.com) as a resource for employees worldwide. The directory is intended to contain contact information for every IDG (and IDC) employee as well any as employees of licensees who choose to be included.

The directory can be accessed in two ways. Any employee may access the directory on IDG Central (the first item under "Employee Resources" on the menu bar at the top of the page). Employees whose business units use Lotus Notes can also access the directory via Notes if a replica of the database has been made on a local server.

In an attempt to ensure that the directory contains comprehensive and correct information for all employees at every business unit, IDG World Update is sponsoring a contest. Here's how it works:

Go to the IDG Directory, find your name and check that all the information — the spelling of your name, your title, phone, e-mail address, etc. — is correct. Then send an e-mail to idgdirectory@idg.com stating one of the following:
1. All the information is correct.
2. There are one or more errors and supply the correct information.
3. If you cannot find your name, please supply the following information: name, title, business unit, department, manager's name, direct-dial phone number and e-mail address.

Everyone who responds by Monday, July 16 will be automatically entered into a random drawing to receive a video iPod.

If you do not have an IDG Central password, use the link at http://www.idgcentral.com to request one. Questions? Please send them to world_update@idg.com.

IDG Ventures India invests in online multiplayer gaming firm

IDG Ventures India announced on June 14 a joint investment with SoftBank Bohdi in Kreeda Games, the Indian market's top online multiplayer gaming company.

Manik Arora, managing director of IDG India Ventures India said, "We are impressed with the management team at Kreeda and the leadership of [CEO] Quentin Staes-Polet. The team brings a unique mix of global and India experience, complimentary skills in marketing, technology and operations and have a genuine passion for online games."

"After having the good fortune of receiving multiple VC offers, we are pleased to have chosen IDG Ventures and SoftBank, given their experience in building Internet and games companies globally," Staes-Polet said."With firm backing from our global fund partners, Kreeda Games is set to create a revolution in the Indian online game industry."

Kreeda's initial approach will be to license successful game titles from around the world and localize them to appeal to the tastes of Indian game players, using local audio, video and cultural elements.

The market for online multiplayer games is more than US$4 billion globally and growing quickly. In India, the relatively new online gaming market is expected to grow to from $5 million to $210 million by 2010, according to India's National Association of Software and Services Companies.

IDG Ventures India is a $150 million early-stage venture capital fund investing in technology-related product and services companies. The fund is part of IDG Ventures, a global network of technology venture funds with more than $1 billion under management, 220 investee companies and 10 offices across Asia and North America.

Contact Manik Arora at manik_arora@idgvcindia.com or go to go to http://www.idgventures.com. WU

Fast fact

Visits to IDG.com in May: 29,907

Geographic breakdown:
- ***56.62% from U.S. and Canada***
- ***2.20% from Latin America/Caribbean***
- ***23.73% from Europe***
- ***15.28% from Asia***
- ***1.5% from Oceania***
- ***.58% from Africa***

Get your World Update PDF via e-mail

IDG employees can receive IDG World Update in a low-res PDF format via e-mail.

To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

the interview

one on one

Pat McGovern
The chairman of IDG is this week's columnist. Reach him at patmcgovern@idg.com.

> *"I believe the mobile phone will be the way by which more people access IDG information resources in the next decade than any other means."*

Q IDG just completed the second quarter of its 2007 fiscal year. Can you share with us how IDG's operating profits in the second quarter compare with a year ago?

A IDG had an operating profit increase of 119% in the second quarter of this fiscal year compared with the second quarter of FY06. This impressive gain was led by IDG Communications U.S., which had an operating profit improvement of 536%. This substantial rate of gain in operating profit year-over-year was a result of rapid revenue growth in its online and event businesses, both of which have higher profit margins than print.

Q IDG employees recently completed the annual Employee Opinion Survey. How closely do you review the results, and what in particular do you look for?

A I personally read the IDG Employee Opinion Survey results for each business unit of IDG. I pay particular attention to the answers to the questions about the current level of employee satisfaction and the change in satisfaction levels from the prior year. I also pay special attention to questions on how well our business unit managers are motivating their teams, encouraging cooperation, providing career development guidance and effectively communicating the business unit's strategy, mission and goals. I also read each of the verbatim comments on each of the surveys. I find comparing the results of each of these key questions with those in the prior years helps me understand the rate of gains we are making in enhancing the working environment at IDG.

Q You recently gave a keynote address to the attendees at the International Federation of the Periodical Press (FIPP) World Congress in Beijing. What did you talk about, and what was your impression of the meeting?

A I began by describing our 27-year history of publishing activity in China, from initiating the first joint venture between the U.S. and China in 1980 to currently having a family of 42 publications, 55 Web sites, and 65 conferences and exhibitions in China. I mentioned that our first publication project, China Computerworld, required a total investment of US$250,000 in 1980. By 1995, it carried more advertising pages per year than any other computer publication in the world. To date, it has returned over $54 million in dividends and royalties. I described how we now have repositioned IDG Communications' activity from a publishing business with Web sites and events as supporting activities to a Web-centric business with publications and events as supporting activities. I described the different rates of growth in Internet usage by key countries and the growing role of mobile devices in the dissemination of awareness and decision-support information. And I emphasized that the key to the future is to combine the excellence of our original content with the contributions from the members of our audience through blogs, podcasts, forums, peer-to-peer exchanges, etc.

Overall, the FIPP World Congress was an outstanding success. The attendance, at 1,000 delegates, was twice the previous record. The event was well-hosted by the Chinese government's Administration of Press and Periodicals, as well as Trends Communications, our publishing partner in China.

My trip to China for the FIPP Congress was my 100th trip to China. I first visited there in 1978. The Chinese government officials involved with the media field in China presented me with a special award to mark the occasion and mentioned this milestone at the opening ceremony of the FIPP Congress.

Q I have read that you plan to launch McGovern Institutes for Brain Research in other countries. Will these Institutes be autonomous, or will they be collaborative partners?

A My wife and I plan to establish a McGovern Institute for Brain Research in Asia by 2012 and one in Europe by 2016. We are evaluating which country in Asia and which country in Europe to locate these new Institutes. Many of the best neuroscientists in the world like to live and work in their home countries, so the best way to ensure that we involve these top researchers in the work at our Institutes for Brain Research is to have locations convenient for them. Collaboration will be the key theme of the relationship between the family of McGovern Institutes.There will be intensive electronic communications between the laboratories at the three Institutes and frequent meetings to promote active collaboration and immediate sharing of research results.

Q How important will the role of mobile devices be in the future as a channel of distribution for IDG information?

A I believe they will be very important. By 2010,

continued on page 7

CW Denmark introduces a wiki for reader dialogue

In January, Computerworld Denmark introduced an experimental wiki for its readers. Established at http://wikilab.dk, which is a separate site from CW Denmark, the wiki enables CW readers to provide knowledge in the form of user guides about topics being discussed at http://www.computerworld.dk.

Westh

"Placing the wiki content at a separate site is a way to test how activities could take place in a collaborative space that is not entirely controlled by CW Denmark yet has strong ties to our main site," said CW Denmark Chief Technology Editor **Kurt Westh**. The involvement of the CW brand is important, he explained, as the staff wants it to represent an element of quality assurance. "Having the wiki at a separate site was also a way to avoid foreseeable flak from wiki followers who may have feared loss of control due to CW's involvement."

Some of the user guide topics include ways readers can test their IT skills, debating what they view as the 10 biggest IT scandals and how to rebuild democracy in the digital world.

Westh said he sees the potential for advertising on the wiki, though no plans are in the works yet. "I think there should be careful consideration that ads be nonintrusive; Google ads could serve as an inspiration," he said.

CW Denmark Journalist **Mads Bang** and Thomas Møldrup, a graduate student at the IT University in Denmark, blog about wiki-related topics in general and the CW wiki project in particular at http://www.computerworld.dk/tag/Wiki-bloggen. Among the topics they've touched on recently are the business community's awareness of wikis, wikis' trustworthiness and whether it is appropriate for another Danish online newspaper to reward user complaints by paying for comments.

Bang

The wiki hasn't been without its humorous moments. Five minutes after Bang wrote a blog post announcing that wikilab.dk had opened, an anonymous user wrote "Congratulations: My nose is big" at the top of the wikilab front page. "We reverted the page and had an excellent topic for the next blogposting," Bang said. "This led to a discussion of how open the wikilab should be. Ever since the beginning it has been totally open, even though some users have argued that we might get more – and better – participation if we require a user name and password." The big-nosed poster has not been heard from since.

Westh said one of the primary lessons learned from wikilab.dk is that it is vital to put substantial resources into this kind of project in order for it to succeed. "It is not enough to just provide a platform for user-generated content. Our role is to build the structure and engage in the user-drive dialogue. So many more experiments are needed."

Wikilab.dk has inspired the team to develop a closed wiki for the editorial staff. The group has been discussing how to define and rank the most powerful people in the Danish IT community. Another subpage is used for employees to submit, edit or delete questions being developed for a polling company to use for weekly CW Denmark surveys. The wiki also includes a "Computerworld for Dummies" guide to internal policies, a vacation calendar and an upcoming list of CW events.

Write to k.westh@idg.dk or m.bang@cw.dk.

Wikis: public or private?

CW Denmark Chief Technology Editor **Kurt Westh** said it could be a "thought-provoking idea" to merge part of the editorial wiki with wikilab.dk at some point. He recently interviewed Don Tapscott, author of "Wikinomics: How Mass Collaboration Changes Everything," who said that the final chapter of his book leads readers to a wiki where "they can help co-create the definitive guide to competitiveness in the 21st century."

Tapscott said he wished that the wiki itself could be published, which could be a way to spur sales of the book, but for legal reasons he can't do that. However, Westh said Tapscott's views on the utility of opening wikis to broader audience "clearly suggested that we should open up the editorial wiki to users." (Hear the eight-minute podcast in English at http://www.computerworld.dk/art/39513.)

Coming up

CIO Summit 2007
July 30-31
Auckland, New Zealand
http://www.idcresearch.co.nz

Government Insights Conference 2007
Aug. 16-17
Wellington, New Zealand
http://www.idcresearch.co.nz

DEMO China
Sept. 5-7
Beijing
http://www.demochina.com.cn

IT Roadmap: Dallas
Sept. 6
Dallas
http://www.networkworld.com/events

European ICT Forum
Sept. 10-11
Berlin
http://www.idc.com/events

The Security Standard
Sept. 10-11
Chicago
http://www.networkworld.com/

Computerworld Infrastructure and Management World
Sept. 10-12
Scottsdale, AZ
http://www.imworldusa.com/

IDC Human Resources Forum/ New York
Sept. 17
New York City
http://www.idc.com

Check the events section of IDG Central for more listings.

June 25, 2007

Inquiry Analyst (IDC)

The Access Group is seeking an Inquiry Analyst on the IDCInquire team to support software and vertical market-related research requests. The Inquiry Analyst is a first point of contact for Analysts, Sales and IDC clients in getting research inquiries fulfilled. The individual in this role will have the opportunity to partner with Analysts and get insight on the many facets of the Analyst role at IDC. In addition to answering client inquiries, the Inquiry Analyst will also contribute to data collection projects and research document deliverables. Account management for IDCPreferred accounts is also part of this position. Inquiry Analysts at IDC sit amongst their peers and partner with a specific IDC Research Group to provide support to both internal analysts, sales and IDC clients. Key responsibilities include: partnering with the Research Groups to help meet client needs, sourcing IDC research to fulfill inquiry requests, collecting data and interpreting information for clients, proactively interacting with clients to ensure you are meeting their information needs, assisting their Research Group with data collection and writing needs as appropriate. Tracking of all client interactions is also a key element in this role. We are seeking an individual who is articulate, knowledgeable in Internet research techniques, a creative problem solver and experienced in working on a team. As the key interface with many IDC clients, Inquiry Analysts work collaboratively, demonstrate clear detail orientation and follow-through abilities, and possess a strong interest in high technology market trends and information. A Bachelor's degree is required along with at least two years of professional experience in a research or high technology environment. This position does not require travel. Relocation is not available.

Location: Framingham, MA **Contact: S. McCallum, Fax: 508-935-4432 Email: idc_jobs@idc.com**

Sr. Research Analyst, Vertical Markets (IDC)

IDC's Framingham U.S. Vertical Group is seeking a Senior Analyst. The Vertical Group assists IT suppliers with the tools and guidance to stay on top of the ever-changing business events of an industry and how to capitalize on the IT opportunities they create. Our research is rooted in extensive primary research and economic data.The primary objective of this role is to have a keen understanding of all vertical industries and how business and economic factors impact their IT spending on various technologies. Strong candidates will have experience interpreting and understanding vast amounts of data and translating this data into meaningful information. Writing and strategic analytical skills are critical to the position. The Vertical Group is a growing group, and therefore we are looking for a team oriented person who can effectively facilitate change and growth and the challenges that both bring. This position requires the ability to work independently as well as to be able to interact and build relationships with internal clients. Externally, this position will interact with some of the Vertical Group's largest clients as well as niche, industry-specific vendors. Responsibilities include: develop and publish timely qualitative and quantitative research and presentations for U.S. cross-industry products; work with IDC clients on their requests, inquiries, and consulting projects; build relationships and collaborate with industry business units and analysts; assist with other ongoing research projects; develop a rapport with the entire Vertical Group and other stakeholders to gather and process information. The ideal candidate would possess: superior written and oral communication skills; proficient understanding of Information Technology with the ability and desire to stay current on new industry developments affecting technology needs; strong project management skills with ability to keep multiple projects on schedule; familiarity with qualitative and quantitative primary and secondary research methodologies and market modeling; interpersonal skills: ability to develop relationships with other analysts, clients and prospects; advanced Excel, Visual Basic, SAS, SPSS or database skills are a plus, but not required. Other Technical skills: Word, PowerPoint Attributes of a successful candidate: highly motivated, detail oriented, proactive, collaborative, analytical, creative, and curious. Undergraduate degree is required, and an MBA preferred. Two to five years related experience or equivalent

Location: Framingham, MA **Contact: S. Brown, Fax: 508-935-4432 Email: idc_jobs@idc.com**

Online Advertising Coordinator (PCW)

PCWorld.com, the Web's trusted resource for management-level buyers and users of technology products, is seeking an Advertising Operations Coordinator to join its team in the San Francisco office. Our ideal candidate will be a detail-oriented self-starter who has the ability to juggle multiple projects at once, impeccable organizational skills, and enjoys working as part of a team. The Ad Ops Coodinator will set up/run all ad campaigns for PCWorld.com, as well as its newsletter operations and affiliated sites. Duties include handling and posting all incoming creative and ad materials, working with the online sales team, monitoring online ad fulfillment, and troubleshooting as needed. This person will also develop and run tracking reports, forecasts, and analysis for clients. Candidates should have strong Excel, communications and analytical skills, and enjoy researching/ resolving questions. Some online ad trafficking experience using Doubleclick DART would be ideal, but we are willing to train the right person! PC World offers competitive salaries, top-notch benefits, and a commitment to employee training and development. Please email your resume with cover letter and salary requirement to jobopps@idg.com and reference "Online Ad Coordinator" in the subject line. ***Location: San Francisco, CA*** **Contact: Job Opportunities, Email: jobopps@idg.com**

Conference Specialist (WEC)

IDG World Expo has an exciting opportunity for an energetic Conference Specialist to join our team. The Conference Specialist will have responsibility for the day-to-day management of the conference portion of our events, including scheduling, budgeting, working with speakers, managing the session schedule, and coordinating the event on-site. This involves the coordination of the session schedule, placing speakers recruited by the Program Committee, following up with all speakers to confirm schedule and participation, providing on-going support and communication to speakers, and developing and maintaining strong relationships with the speaker community that help to build the reputation of our events. This position will work closely with the program committee to create the program, manage to deadlines, organize materials and set and facilitate committee meetings. Responsibilities also include maintaining the conference areas of the website, uploading educational material, creating webforms for call for papers, creating a speaker information area, determining conference room sets, catering, audio-visual needs, and signage for fulfillment by our Operations Department. The Conference Specialist will also be responsible for creating conference expense budgets including AV, temp help, catering, travel and speaker fees and ordering material required for the conference, including; gifts, session hand-outs and conference bags. This position will interact with our marketing department to ensure conference-related content is current and accurate in all printed and electronic communications. Excellent communication and relationship building skills and the ability to multitask are essential. This position requires strong attention to detail, organizational skills and the ability to forecast and budget. Additionally, strong written, proof-reading and communication skills. This is a key role in the collection and dissemination of information for our conference speakers. The ideal candidate will possess up to 5 years of related experience in conference and tradeshow planning and have experience working with Microsoft Office. Experience with Saleslogix a plus. Some travel will be required. ***Location: Framingham, MA*** **Contact: S.Scogland, Email: hrsd_recruiter@idg.com**

Marketing Specialist (WEC)

IDG World Expo has an exciting opportunity for a marketing professional to join the team. The Marketing Specialist will be responsible for the development, design, and implementation of attendee marketing materials and lead generation plan execution. This will include a heavy focus on management of internal and external collateral, email, direct mail, website, advertisements and other marketing programs. This involves creating, writing and evaluating creative marketing communication messages and materials that maintain brand integrity and grow attendance. Specific responsibilities will include assisting in the production of direct mail materials and event guides, managing outside vendors, coordinating website content, managing the creation of sales materials and writing promotional copy. We are looking for a detail-oriented, communications professional with 2-3 years of experience in marketing communications, product marketing or direct marketing. Experience in the conference/trade show industry is a plus. Some travel required. ***Location: Framingham, MA*** **Contact: S.Scogland, Email: hrsd_recruiter@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Waxman

Grady

Levitas

Feldman

Collins

Zitnik

Wang

Smith

Gerard

IDC Innovation Awards

continued from page 1

winner delivered a 15-minute presentation with a five-minute Q&A session. Global managers will consider which programs are appropriate for their region and have time for follow-up consultations with the winners before deciding by July 9 which program(s) they will implement for FY08.

Those programs chosen will be recognized at IDC's company meeting on Aug. 2 (live in Framingham, via teleconference later in the day for West Coast offices). They will also have the "IDC Innovation" name affiliated with their program that will serve as a differentiator that distinguishes IDC from competitors, said VP/Hardware Channels Research **Janet Waxman**.

"It's exciting that IDC has created this program – we talk about innovation, and this shows we also 'do' innovation," she said. "Having the innovation name affiliated with our Channel Panel program is not only great recognition for us, but it is affirming to the members of our panel who are the backbone of the program."

For more details contact the winners or IDC Vice President/Marketing ***Miriam Kutcher*** *at mkutcher@idc.com.*

IDC Innovation Award winners

Janet Waxman and **John Grady**, IDC U.S.
IDC's Channel Panel: Hardware and Software Infrastructure
This primary research service gives hardware, software and service providers, as well as Wall Street, tactical market insights into the movement of products in the channel. Quarterly data collected directly from channel partners helps suppliers monitor trends over time, understand areas of strength and concern, and determine where and when to execute a competitive response.

Danielle Levitas and **Sue Feldman**, IDC U.S.
Digital Marketplace and New Media
This program consists of three cross-disciplinary services: Digital Marketplace: Media & Entertainment (focus on consumer media strategy and trends); Digital Marketplace: Search & Business Technologies (IT vendor strategies/trends); Digital Marketplace & New Media Watch (a unique, collaborative IDC Link-based offering). The programs gave clients a balanced approach covering both the consumer impact of new media as well as the impact of new technologies and vendors on traditional IT vendors and solutions.

Krista Collins, IDC Canada
Canadian Market Acceleration Program (a package subscription) and Canadian Innovation Technology Watch (a report series)
Combined, IDC Canada believes these services will support innovation and commercialization of local ICT companies, and increase IDC's relevance and value to the success of the customers, the industry and the country. The package subscription has helped Canadian ICT companies identify new opportunities and target markets for their solutions, develop stronger go-to-market plans, attract VC financing and confirm their business strategies. The report series will launch in October.

Eric Owen, IDC U.K.
European Telecom Services Database
Clients were becoming frustrated they were not able to find general telecom market data in one place – they would need to pull it together from the different CIS products. IDC produced an Excel-based forecast database covering the whole of the European telecom services market. The market is segmented by 16 countries, 12 product areas (Broadband, VoIP, mobile data, etc.), various access technologies and four user groups (consumer, small/medium/large business).

Boris Zitnik, IDC Adriatics
Analysis of the ICT Industry of Country X
The study successfully obtained an understanding of the size, structural features and dynamics of the country's ICT industry; the role the ICT industry plays within the overall economy; and the relative position of the country's ICT industry when benchmarked against a selected set of countries. The two deliverables are 1) Country X ICT Industry Structural Features, Dynamics and SWOT Analysis and 2) The ICT Industry Role Within the County X Economy and Benchmarking with Selected Countries.

Jake Wang, IDC U.S.
Hardcopy Usage Program
The program helps hardcopy equipment/consumables/software Vendors predict and understand hardcopy device usage. The program consists of usage data, rolled up in numerous views describing what is happening in an environment. The service provides usage databases, forecasts, presentations and analysis on key topics within Hardcopy Usage and end user surveys helping us to explain why things are happening. The unique value of this offering is quantitative data coming directly from devices in the field.

Eileen Smith, IDC U.S.
The Wallet Nomination
IDC's U.S. Wallet program could be rolled out as a Global Wallet program. Executive managers at vendors are demanding more reporting and analysis from their sales teams. The current U.S. program provides U.S.-specific IT spending for approximately 1,650 companies with more than $1 billion in revenue; 1,150 of these companies also have operations outside the U.S. The Global Wallet could provide IT spending by account for 2,000 of the world's largest global companies. The global product will feed additional custom work and additional sales of country product.

Clare Gillan, **Rich Vancil**, **Michael Gerard**, IDC U.S.
Marketing Leadership Boards
IDC offices in EMEA and Asia/Pacific could leverage the success of IDC U.S.'s Marketing Leadership Board. The existing board includes WW marketing executives from more than 25 of the world's leading technology companies. U.S. IDC staff could also support the launches of these programs, as U.S. clients have expressed an interest in these regions. The boards would improve marketing executives' success in developing and executing go-to-market strategies in EMEA and APAC as well as improving collaboration and alignment between corporate and regional marketing.

noteworthy people

Promotions

PC World Associate Art Directors **Jeff Berlin** and **Beth Kamoroff** have been promoted to the position of deputy art director.

"In the past year on top of his regular duties, Jeff has taken on the role of K4 administrator and template/article manager," said **Barbara Adamson**, PC World art director. "His contributions to this workflow system alone have been invaluable and continue to be so as he creates and manages templates, (including the XML tagging for the Web workflow), acts as K4 troubleshooter for editors and designers and generally handles all things K4. On top of the crushing workload involved with the redesign templates and his regular design duties, he also is contributing illustrations to the magazine, which is invaluable. We would be very hard pressed to replace him, and he richly deserves this promotion."
jeff_berlin@pcworld.com

IDG WORLD UPDATE

Kamoroff

"In recent months, Beth has assumed as part of her duties the management of many special projects, including awards logos, business cards, house ads, Super Guides and generally anything that comes at her, all the while continuing to excel in her award-winning feature design and art direction duties," Barbara Adamson said. "Of recent note was her seamless management and art direction of the Mobile Life insert for USA Today and cover designs for the upcoming Guide to Tips and Tricks series. She takes any project and makes it look easy and couldn't be more deserving of this promotion."
beth_kamoroff@pcworld.com

New employees

Burnham

A recent graduate of Syracuse (N.Y.) University with a B.S. in magazine journalism and Spanish, **Kristin Burnham** joins CXO Media as an editorial assistant. While at Syracuse she founded a magazine focused on highlighting culture and diversity on campus, in Syracuse and abroad. She also won the Newhouse Magazine William A. Glavin Award for Excellence in Magazine Writing, given to a graduating senior who demonstrates great potential in the magazine field. In her free time she enjoys skiing.
kburnham@cxo.com

Richard Walsh joins IDC's High-Performance Computing group as research director, coming from Network Computing Services, Inc. where he was a project manager. He holds a B.A. in chemistry from Carleton College in Northfield, Minn., and an M.B.A. in technology management from the University of Minnesota. His hobbies include the piano and violin, squash, biking, canoeing and camping. *rwalsh@idc.com*

Noteworthy news welcome

Any business worldwide may send information about new employees, transfers, promotions or employee achievements to world_update@idg.com. If your HR or office manager does not have a Noteworthy form to distribute to new employees, write to World Update or get a copy of the form with this week's Noteworthy column on IDG Central.

The 24th IDG Employee Photo Calendar Contest is now under way!

Check those camera batteries and take a chance at winning money and worldwide fame in the 24th Annual IDG Employee Photo Calendar Contest. The calendar adorns IDG business unit offices and cubicles around the globe. Read on, and perhaps you can be part of the 2008 edition.

Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what to do:

'08 edition
coming soon!
2007
Employee Calendar
IDG

- You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file of at least 240 dpi. Smaller files cannot be accepted as they will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s).
- Entries must be received by **Sept. 17, 2007**.

GARY BEACH

Don't be shy! Take a chance and enter this year's photo contest.

Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A. or world_update@idg.com.

Please note: photos will not be returned.

If one of your photos is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

As has been done for the past several years, IDG employees will be able to select the 12 photo winners by voting for their favorites on IDG Central in late September.

Good luck!

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

25

Francisco Zabala *IDG Spain*

21

Ken Hoyt *IDC*
Ralph Finos *IDC*
Jim Falanga *IDG*

20

Kimberly Schuberthan *IDC*

19

Harald Brechtl *IDG Germany*

18

Francisco Sanchez *IDG Spain*
Jan-Bernd Meyer *IDG Germany*
Hans Simon *IDG Germany*

17

Julio Vial *IDC U.K.*
Petra Herrmann *IDG Germany*

16

Carel Schrama *IDG Netherlands*
Ornella Fusina *Nuov@Periodici Italia*

15

David Francis *IT World Canada*

14

Maud Sårde *IDG Denmark*

12

Randy Giusto *IDC*
Irena Gorian *IT World Canada*
Simon Jary *IDG U.K.*

11

William Ganci *IDC*
Wolfgang Herrmann *IDG Germany*
Martin Seiler *IDG Germany*
Hans Ludwig *IDG Germany*
Peter Tripodi *PC World Central Services*

10

Jill Lim *IDC Singapore*

9

Phil Odgers *IDC U.K.*
Claudio Checchia *IDC Singapore*
Sabine Wittmann *IDG Germany*
Andreas Kroschel *IDG Germany*
Bob Rawson *Computerworld*
Bridget Cammarata *IDG Corporate Sales*

8

Abner Germanow *IDC*
Renata Ramos *IDG Brazil*
Joanne Tilson *IDG Global Solutions/EMEA*
Björn Glansk *IDG Sweden*
Frank Klinkenberg *IDG Germany*
Sandrea Machnik *IDG Germany*
Elena Re Garbagnati *Nuov@Periodici Italia*
Diana Turco *Computerworld*

7

Dana Basilone *IDC*
Eri Meyer *IDC*
Erin Tenwolde *IDC*
Mary Ann Daneke *IDC*
Jason Armitage *IDC U.K.*
Jill Finger-Gibson *IDC U.K.*
Jacob Hoffmann-Petersen *IDG Denmark*
Valerie Soh *IDC Singapore*
Katarina Sjöstedt *IDG Sweden*
Christian Merkel *IDG Germany*
Martin Behringer *IDG Germany*
Ines Walke-Chomjakov *IDG Germany*
Linda Trinh *PC World*

6

Marjo de Jong *IDG Netherlands*
Vince DeCastro *IT World Canada*
Manfred Bremmer *IDG Germany*
Rolf Roewekamp *IDG Germany*
Manfred Bosi *IDG Germany*
Scarlett Fritzova *IDG Germany*
Stefanie Kusseler *IDG Germany*
Pia Kuesters *IDG Germany*
Tobias Weidemann *IDG Germany*
Eliza Wee *PC World*

5

Masahiro Nakamura *IDC Japan*
Turba Aico *IDG Netherlands*
Konstantin Christinakis *IDG Germany*
Andre Horn *IDG Germany*

4

Moises Fuentes *IDC Mexico*
Vivian Zhao *IDC China*
Enid Du *IDC China*
Julie Bierry *IDG France*
Xavier Bouchet *IDG France*
Ole Evers *IDG Germany*

3

Robert Fleming *IDC*
Erika Cox *IDC*
Michael Clark *IDC*
Ramon Llamas *IDC*
Julekha Khan *IDC Australia*
Elaine Lee *IDC Malaysia*
Cyrus Daruwala *IDC Singapore*
Reinaldo Roveri *IDC Brazil*
Bettina Kuenast *IDG Germany*
Uta Kruse *IDG Germany*
Donna Burch *IDC Canada*

2

Eve Grilliches *IDC*
Fabiana Massis *IDG Brazil*
Michelli Mieko *IDG Brazil*
Jacob Villum Jense *IDG Denmark*
Gerardo Gonzalez *IDC Mexico*
Ae-Lee Kim *IDC Korea*
Hazmi Yusof *IDC Malaysia*
Ryan Solomon *IDC Singapore*
Lam Nguyen *IDC Vietnam*
Eiji Sasahara *IDC Japan*
Martine Res *IDG Netherlands*
Sander Koper *IDG Netherlands*
Kristina Johansson *IDG Sweden*
Linda Angellotti *IT World Canada*
Ahmad White *InfoWorld*

1

Jennifer Doran *IDC*
Suresh Venkatesan *IDC*
Jonathan Crotty *IDC*
Rachele Manning *IDC*
Vanderlei Ferreira *IDG Brazil*

Any business unit may send employees' anniversary dates liworld_update@idg.com.

One on one

continued from page 3

there will be over 4 billion mobile devices, so two-thirds of all the people in the world will have one. About 40% of these devices will be equipped to receive broadband wireless service, allowing for access to movies, television, websites, video conferences, high-resolution multiple-player games, etc.

Many of these 1.6 billion broadband wireless mobile device users will be early adapters who are interested in keeping up to date with technology information about computers, communications, consumer electronics, etc.

Information providers have found it difficult to get people to use their credit card number to pay to receive information on their PC via the Internet. However, the mobile device user has a subscriber contract with his wireless carrier, and it is very easy for that person to subscribe to an add-on service, such as a computer game review service from GamePro or a PC buyer support service from PC World that provides test lab information, user reviews and street pricing information on PCs and consumer electronic products. All they would need to do is to push one button to accept the service that could have a fee of $2 to $5 per month. Such services typically have high sign-up rates because they are easy to subscribe to and are readily available whenever you need to use their content.

I believe the mobile phone will be the way by which more people access IDG information resources in the next decade than any other means. It will allow IDG to offer information services to an estimated 500 million people by 2010 and 2 billion people by 2020. In the U.S., for example, Computerworld, Network World, InfoWorld, PC World, and CIO already have mobile phone-based information services in operation.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Paul McNamara** will have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's book of cartoons, Downloaded. The honorable mention winners below will receive IDG water bottles.

Honorable mentions

"George....Googling 'trout' is not going to get us one for breakfast. Now get out there and fish!"
Ann Harris *Computerworld*

"Look, I didn't come all the way out here to go phishing,"
Tim Greene *Network World*

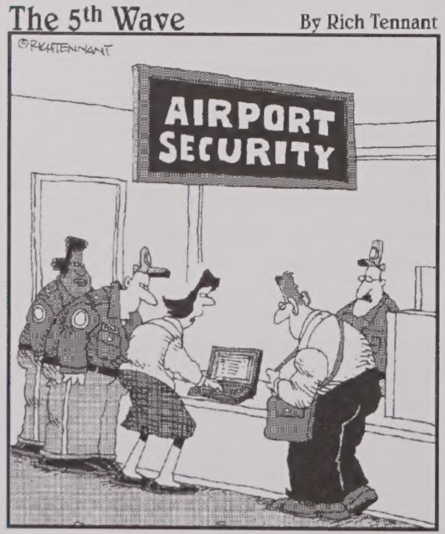
"Taking work home with you is one thing, but this is ridiculous."
Lewis Ward *IDC*

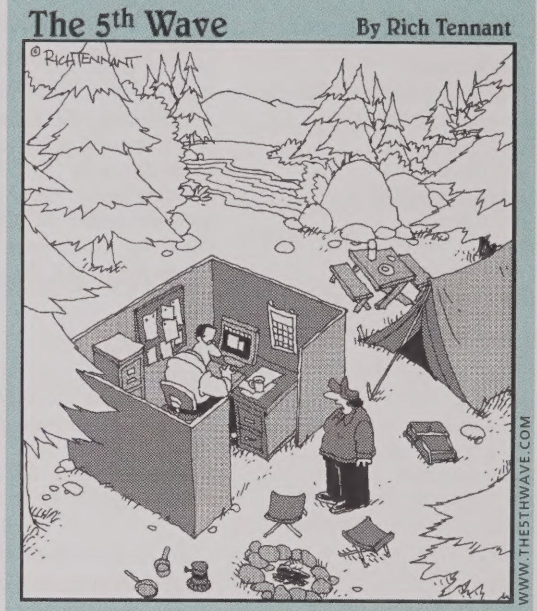
"Guess I've heard of overly ambitious employees having a hard time vacationing without their BlackBerries...but this!"
Lene Sekjaer *Computerworld Denmark*

"The cable installation guy wants to know if you'll be here between 8 a.m. and 12 p.m. in the year 2045."
Bill Ganci *IDC*

New cartoon contest

Send a caption for this cartoon to world_update@idg.com or fax to 617-423-0712 by July 17. The winner will choose a book of Rich Tennant cartoons or an IDG T-shirt. Honorable mention winners will also receive prizes. Have fun!





"Never again will I complain about your BlackBerry."
Paul McNamara *Network World*

"OK, you forgot matches...but remembered all that?!"
Christoffer Gullestrup *IDC EMEA*

"Is this what they meant by 'outsourcing'?!"
Sandy Weill *Computerworld*

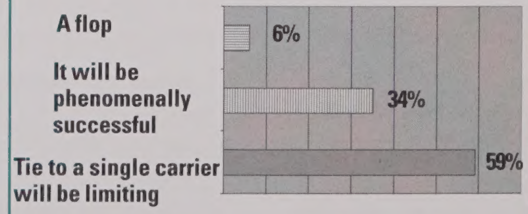
"Man, you are clicking way too loud. We're in the middle of porcupine mating season!"
Tomasz Sloniewski *IDC Poland*

Rich Tennant's original caption

"I hate when you bring 'Office' with you on camping trips!"

Question of the Week results for June 18

Apple's iPhone: how will it sell in the first six months?



Log on to http://www.idgcentral.com to vote on this week's question: How has the number of print magazines you subscribe to at home changed in the last year or two?

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Cathy Cheng *IDG China*
Miriam Kutcher *IDC*
Joe Mola *Computerworld*
Michael Shirer *IDC*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

AVERY

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REC'D JUL 11 2007

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Computerworld adopts magazine format

New size will result in significant cost savings over traditional tabloid style

While advertisers continue to direct more of their marketing dollars online, managing print publications for profit has become an increasingly critical effort. This month, in conjunction with its 84-page 40th anniversary issue, Computerworld is taking a big step to rein in costs by abandoning the publication's tabloid size in favor of a magazine format. Although the Framingham, Mass.,-based weekly has been redesigned several times in its four decades, this is the first time its trim size has been reduced to magazine size.

COMPUTERWORLD
Inside
40

Computerworld's new look debuts on its 40th anniversary.

The new size was driven by financial considerations, according to Editor-in-chief **Don Tennant**. "The fact is, it costs more — a lot more — to produce a tabloid-size publication than it does to produce a magazine-size publication, because of the differences in printing, paper and postage expenses," Tennant said in a recent CW editorial. "Like just about every other publication around, we've had to cut print costs because advertisers are shifting more and more of their ad dollars from print to online. It's a simple fact of publishing life."

The decision to change the trim size was made in mid-March, which necessitated a fast three-month redesign of the publication. Leading the process were Executive Editor **Mitch Betts** and Design Director **Stephanie Faucher** who said they wanted the new design to be clean, uncluttered and sophisticated.

"One overriding goal was to avoid looking like a shrunken tabloid," Betts said. "It had to have a real magazine look and feel, like Time or Newsweek," he

continued on page 5

IDC returns to Greece with successful security, storage event

*Among the IDC staff responsible for the recent Security and Storage Roadshow were (l-r): **Neli Vacheva**, country manager, IDC Bulgaria; **Anna Ivanoiva**, conference assistant, IDC Bulgaria; **Arun Chandramohan**, senior analyst, verticals, IDC CEMA; **Ludmila Malcheva**, sales manager, IDC Southeast Europe; **Tom Vavra**, research director, software, IDC CEMA; and **Tatiana Hinova**, director sales Central Eastern Europe and managing director, sales, Southeast Europe, IDC CEMA.*

Last month, IDC staged its first conference in the Greek market in four years, and its success means that Greece will now see an increase in the frequency of future IDC-produced events. Held at the Ledra Marriott Hotel in Athens on June 14, IDC's Security, Storage and Business Continuity Roadshow featured 13 sponsors and a sold-out crowd, attesting to the need for information on fundamental issues facing businesses and public sector organizations in Greece today.

IDC's previous effort at hosting a conference in Greece occurred in 2002. That conference, which focused on the entire IT market, drew a respectable 90-plus attendees, but the general reception did not warrant immediate follow up with additional, specialized events, noted **Tatiana Hinova**, IDC CEMA sales director and Southeastern European regional manager. But times have changed, she said, partially because the IT environment has had almost half a decade to further develop. And it will con-

continued on page 4

in brief newsworthy

Deb Winders, Piper Sheer finalists in inaugural ABM awards program

Two IDG executives — Computerworld Vice President of Circulation **Debbie Winders** and IDG Communications Vice President of Human Resources **Piper Sheer** — were named finalists in this year's inaugural ABM Achievement Awards. The new awards program, sponsored by American Business Media, honored outstanding achievement in three categories: Circulation Career Award, Human Resources Executive of the Year, and Media Kit Awards. Awards were presented last month in New York, and while neither Winders nor Sheer took home the top prize in her respective category, both were on hand for the ceremony, which was also attended by IDG Communications President **Bob Carrigan** and Computerworld President & CEO **Matt Sweeney**.

Winders' long association with IDG began in May 1987 when she accepted a position as fulfillment manager at PC World in San Francisco, where she worked for PC World, Macworld and Publish magazines. About a year later, she moved to Boston to become the circulation director at DigitalNEWS. Two years later, that publication was sold to Cahners and Winders joined Network World as VP, circulation. In 1997, Winders said, "I made a terrible mistake and left IDG for a few years." However, by August 2002, she was back in the fold as VP of circulation for GamePro. A year later she returned to her East Coast roots and joined Computerworld as VP of circulation.

*On hand at the ABM Achievement Awards ceremony last month were IDG Communications President **Bob Carrigan,** Computerworld VP, Circulation **Deb Winders,** Computerworld President & CEO **Matt Sweeney**, IDG Communications VP, Human Resources **Piper Sheer**, Computerworld Senior Circulation Specialist **Diana Turco**, and IDG Global Solutions President **John O'Malley**.*

"I love the function of circulation mainly because of the diversity involved in the job I do," Winders said. "I am first and foremost a direct-response marketer, but I am not just involved in data capture; I am also involved in demographic analytics, finance, customer service and work very closely with distribution. We are always trying to be more efficient in our marketing effors, constantly testing new lists, new copy and new creative. I thrive on improving renewal rates and proving reader loyalty."

Sheer joined IDG in August 1993 as an HR assistant in the HR Services Division. In 1997 she accepted a position in Computerworld's HR group to gain more in-depth exposure to the business in an operating unit. In 2000, she became director of Computerworld's HR group and in 2003 she was promoted to VP. In January 2006, she transferred to IDG Communications and was named VP, HR for IDG Communications in May 2006.

"The very existence of this ABM award reflects the fact that our industry has come to view HR as a strategic business function," Sheer said. "Being nominated for it is an honor because it means that IDG shares that view and thinks highly of the entire HR team here. The dynamic nature of the media business today provides real-time evidence that 'it's all about the people.' Identifying, selecting, developing and retaining the right talent in all areas of the company has never been more important or more challenging. It's rewarding and fun to be a part of those efforts." WU

Boston Business Journal recognizes IDG as one of areas best places to work

BEST PLACES TO WORK
Boston Business Journal

HOWARD SHOLKIN

*IDG Corporate Sales Senior VP **Matthew Yorke** and IDG Communications VP, Human Resources **Piper Sheer** attended last month's Best Places to Work in Boston awards breakfast to accept IDG's third consecutive award in the annual competition. IDG was one of 328 companies in the Boston area nominated for the award and placed No. 15 in its size category (more than 500 employees). Sponsored by the Boston Business Journal, the annual ranking relies on responses to an anonymous survey of employees during the months of April and May. For more information, contact **Howard Sholkin,** director, Communications & Marketing programs, IDG Communications.*

Fast fact

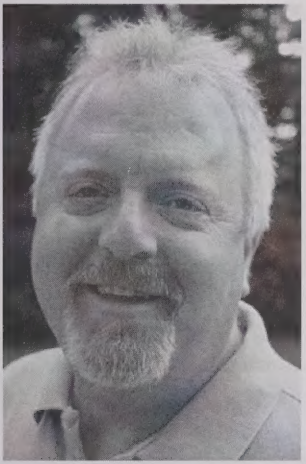
IDG's U.S. employees as of 6/22/07

	Eastern U.S.	Western/Central	Total
Regular	1,103	384	1,487
Temps	25	11	36
Total	1,128	395	1,523

the interview

one on one

Bob Ostrow
The president & publisher of InfoWorld Media Group is this week's columnist. Reach him at bob_ostrow@infoworld.com.



> *"I believe that online sales has a rhythm all its own. For that reason we have transitioned from an integrated sales effort to one with reps who have a specific focus on online and others who have a specific focus on events."*

Q It's been about three months since InfoWorld's last print issue. How have readers and advertisers adjusted?

A It's been a smooth transition. Our online audience is about seven times larger than our print circulation was, so most of them had already been accessing our Web site for enterprise IT news, product reviews and in-depth information on emerging initiatives like virtualization and SOA (service-oriented architecture). There were a few who let us know they missed the magazine, so Editor-in-chief **Steve Fox** and his team created InfoWorld Express, a weekly wrapup of the best of InfoWorld.com delivered in a PDF and offered by subscription. To date, approximately 2,500 readers have subscribed to the PDF version.

Q I understand you started a series of marketing breakfasts about social media. Can you describe what these are?

A Our marketing breakfast series is the brainchild of Senior VP, Strategic Development **Paul Calento**, and we've done them on topics such as social media and podcasting. The breakfasts are co-located with our conferences and allow us to share our online expertise with IT marketers and their agencies. They also provide us with an opportunity to expose these folks, who are themselves prospective event sponsors, to the tremendous energy our conferences generate. Here they can see the InfoWorld audience come to life.

The marketing breakfasts are generally held in an event room at the hotel at the same time as one of our InfoWorld conferences. The audience size is typically 25 to 50 attendees, comprising vendor marketing types and agency personnel. The content includes a series of presentations from InfoWorld staff and industry experts, InfoWorld primary research on the topic and panel discussions. There's always time for audience Q&A.

Q What's the concept behind InfoWorld's new video product, The Week Ahead with Gina Smith?

A The Week Ahead with Gina Smith is a broadcast news format program focusing on technology events in the coming week. It goes live on Fridays. The use of online video as both consumable media and advertising opportunity is in its infancy. We believe that aligning ourselves with Gina, a nationally recognized television technology journalist, will enhance InfoWorld's position as a leader and innovator as this medium experiences explosive growth.

Q InfoWorld recently introduced a new search capability, an open source project called Lucene, that will drive a much greater proportion of leads directly from the Web site rather than having to rely on e-mail lists. Can you briefly describe how this works, and why it's important?

A This project is under the direction of VP/CTO **Derek Butcher**. The open source Lucene engine will soon power InfoWorld search. It works by searching our database of editorial and vendor-supplied content directly, rather than relying on a traditional search engine spider. Since it is searching against structured data in a database, rather than unstructured data in a Web page, the search results are much more precise and relevant. This should allow us to return better results for our users, both in terms of editorial content and in terms of vendor content. This in turn should help drive more leads, because a user is much more likely to click through to vendor content that is presented in a highly relevant context.

Q How have you revamped the InfoWorld editorial and sales teams now that there is no print component?

A InfoWorld's editorial team was organized with an online focus long before the elimination of print, so that aspect of the transition was quite natural. However, with the end of print came the end of the schedule required to publish a weekly magazine. While going well, I would still deem it a work in progress. As for sales, I believe that online sales has a rhythm all its own. For that reason we have transitioned from an integrated sales effort to one with reps who have a specific focus on online and others who have a specific focus on events.

Q With the SOA Forum a success, are there any new InfoWorld events in the pipeline?

A InfoWorld launched its event business in May 2005 with the SOA Executive Forum, followed a year later by the launch of the Virtualization Executive Forum. Using this model, VP Events **Jill Martay** and her team have extended it into a new topic addressing Enterprise Data Protection.

The acquisition of Open Source Business Conference (OSBC) from our sister group IDG World Expo lends itself well to this strategy — positioning InfoWorld's events as topic-focused, peer-education-

continued on page 4

IDC Security Roadshow

continued from page 1

tinue going strong. According to IDC, IT spending in Greece is forecast to grow annually by an average 8.2% through 2011.

"Internet use is also rapidly rising along with the realization that sometimes it makes available too much information," Hinova said. "Our events cut through the noise and introduce users directly to those capable of helping their businesses. The positive response from partners, attendees, and the media all point to the fact that the Greek market is ripe for the type of user events we have been holding in Southeastern and Central Europe."

With more than 100 events scheduled for FY07, the CEMA events business will surpass US$4.1million this year, making it one the top-performing IDC business units in EMEA.

Greece now represents an important addition to IDC CEMA's expanding conference business, Hinova said. With more than 100 events scheduled for FY2007, the CEMA events business will surpass EUR 3 million (US$4.1 million) this year, making it one the top-performing IDC business units in EMEA. Although IDC has been covering the Greek market in its annual and quarterly research for years — most Western European CIS offerings, a couple CEMA report series, and nearly every European tracker includes Greece in their breakdowns — the company has not yet established an office in the country. To make the Athens event happen, a virtual team spanning several countries and managed from IDC's Bulgarian office in Sofia adopted a "let's try it" attitude to push things forward. IDC Bulgaria Country Manager **Neli Vacheva** and Conference Specialist **Anna Ivanoiva** focused on logistics while Southeast Europe Sales Manager **Ludmila Malcheva** and Hinova focused on sales and partner relationships.

"When organizing an event in a foreign country, you have to overcome not only the linguistic differences but also the cultural ones," Vacheva said. "The challenges vary from understanding the specifics of end-user behavior to managing the expectations of presenters and partners. In this respect, local consulting and the flexibility of our team whe dealing with the local culture were crucial for administering the event."

The hard work and attention to cultural detail paid off with a smooth and productive day, Hinova said. Dimosthenis Anagnostopoulos, the general secretary for Information Systems, Greek Ministry of Economy and Finance, opened the conference by speaking generally about IT and stressing the value of government data center consolidation, the role and impact of virtualization on public finances and the importance of energy efficient IT systems. Speakers during the rest of the morning focused on storage. IDC Senior Analyst **Arun Chadramohan** set the stage by reviewing the main issues facing organizations as they run out of storage space. He was followed by representatives from several conference partners who tackled a range of issues from SAN (storage-area network) consolidation and efficiency through virtualization to storage pain points and disaster recovery.

The afternoon was given over to the issue of security. IDC Research Director **Tom Vavra** got the session up and running by emphasizing the need to recognize security as a process that strikes a balance between safety and access. Conference partners then built on this theme by examining topics such as endpoint security management, security as a service and the need to adapt to the rapid evolution of the IT environment.

Next year, IDC will split storage and security into two separate conferences, as audience feedback suggested user demand for information about each area is high enough to merit individual events. Before that, IDC's Business Intelligence Roadshow will be making a stop in Athens in November.

For more information contact Tatiana Hinova at thinova@idc.com or visit http://www.idc-cema.com.

At-a-glance

Event: IDC Security, Storage and Business Continuity Roadshow 2007: Manage, Secure and Store Your Information Assets
Date: June 14, 2007
Location: Athens, Greece
Attendees: 135 (sold out)
Number of presentations: Seven on storage; nine on security; one on green data centers
Partners: ISS/IBM, PGP, Symantec, Commvault, EMC, Fortinet, Qualys, Cisco, VMware/Performance Hellas, Hitachi, ITWAY Hellas, Network Appliance, Digital Sima Hellas
Next event in Greece: Business Intelligence Roadshow, November 2007

One on one

continued from page 3

driven platforms to bring senior technologists together and give them the necessary tools to implement technologies that result in benefits such as interoperability, cost-savings and improved business process.

The most recent OSBC in May was an incredible success on all fronts — sponsorship participation, attendees and content. It's a highly sought after topic on InfoWorld.com and plays well into our portfolio of resources through InfoWorld.com.

Years ago, InfoWorld also produced a program specifically focused on a number of technology themes, and we are currently looking to bring this concept back and re-launching an umbrella event that covers the spectrum of the most pressing topics relevant to CTOs and aspiring CTOs. By re-inventing the CTO Forum, we can cover topics from a more general perspective than our topical Executive Forum series.

IDG

Current Jobs, Week of July 9, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	IS	IT Systems Administrator	Framingham MA	Julie Lynch	jlynch@computerworld.com	508-820-8162
	Mktg	Marketing Manager	Framingham MA	Julie Lynch	jlynch@computerworld.com	508-820-8163
	Sales	Online Account Executive	Framingham MA, San Francisco (	Julie Lynch	jlynch@computerworld.com	508-820-8164
CXO Media						
	Edit	Web Writer	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Fin	Junior Staff Accountant	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
Financial Insights						
	Sales	Sr. Account Executive	New York NY	Leah Barton	lbarton@idc.com	508-935-4336
Government Insights						
	Sales	Sr. Account Executive	Falls Church VA	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Consulting	Consulting Director, Financial Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Infrastructure Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	CS	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Marketing	Product Manager	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Director, Sales Enablement Services	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Program Manager, WW Tracker Program	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Global Retail Insights	Framingham MA, Irvine CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Application Development Software	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Application Outsourcing Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Business Voice Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Global Services Competitive Views and Strategies	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4267
	Research	Sr. Research Analyst, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC- Canada						
	Research	Sr. Research Analyst	Toronto Canada	Jim Klepper	jklepper@idc.com	508-935-4143
	Research	Sr. Research Analyst, Canadian Security Market	Toronto Canada	Susan Brown	sbrown@idc.com	508-935-4099
IDG Entertainment						
	Ad Coord	Ad Ops Coordinator	San Francisco CA		jobs@gamepro.com	415-978-3185
	Online	Associate Web Producer	San Francisco CA	L.Hess	jobs@gamepro.com	415-978-3185
	Tech	Web Developer	San Francisco CA	L.Hess	jobs@gamepro.com	415-978-3185
IDG List Services						
	Exec	VP/SVP, List Services	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-935-4791
InfoWorld						
	Edit	Senior Editor	Boston MA, San Francisco CA	Job Opportunities		
	Sales	Events Sales Manager	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Test	Senior Analyst	San Francisco CA	Job Opportunities	jobopps@idg.com	
Network World						
	Edit	Sr. Writer	San Francisco CA	Eric Cormier	careers@nww.com	508-490-6454
	Online	Senior Designer & Information Architect	Southborough MA	Eric Cormier	careers@nww.com	508-490-6454
	Online	Web Designer	Southborough MA	Eric Cormier	careers@nww.com	508-490-6454
	Sales	Account Executive	San Francisco CA	Eric Cormier	careers@nww.com	508-490-6455
	Sales	Integrated Sales Manager	Paramus NJ	Eric Cormier	careers@nww.com	508-490-6454
	Sales	DEMO, National Account Manager	New York NY, San Francisco CA,	Eric Cormier	careers@nww.com	508-490-6454
PC World						
	Fin	Staff Accountant	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Sales	East Coast Account Director	Framingham MA	Job Opportunities	jobopps@idg.com	
PC World/Macworld						
	Exec	CEO	San Francisco CA	Piper Sheer	piper_sheer@idg.com	508-935-4600
	Online Sales	Inside Sales Representative	San Francisco CA	Job Opportunities	jobopps@idg.com	
WEC						
	Conf	Conference Specialist	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Mktg	Marketing Specialist	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Sales	Sponsorship Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

July 9, 2007

Online Account Executive (CWI)

Computerworld is seeking an experienced, online-savvy Account Executive to join our team. This position will be responsible for prospecting 2nd & 3rd tier accounts nationwide. The ideal candidate will have a strong inside sales background, good research and listening skills and the ability to map the marketing needs of a potential customer with Computerworld's range of online products as well as print and events. In this role, you will partner with the Online Sales team as well as the Integrated and Events Sales teams in the pursuit of new business. Candidates should be familiar with the technology market, have excellent communication skills and possess a proven track record of sales success. Bachelor's degree, strong computer skills and 3+ yrs. of experience required.
***Location: San Francisco, CA and Framingham, MA*, Contact: J. Lynch - fax: 508-879-3760,**
Email: jobs@computerworld.com

Director, Sales Enablement Services (IDC)

IDC is looking for someone with a sales training or enablement and business development background to launch and grow its Sales Enablement Services business. The successful candidate will have 5+ years of experience creating and growing content-based offers for sales organizations e.g. sales training, sales enablement, sales readiness, sales portals, sales information services. He/she enjoys a fast-paced “start-up” like environment within a globally known and respected organization and managing virtual teams including clients and partners to deliver client programs on time and of the highest quality. Specific experience required include: product development and management (ideally a master of content-based solutions able to map IDC analyst content to the business needs of sales organizations), a strong business development track record, sales training/learning management is a big plus; experience with large IT companies is helpful. BS required, MBA or equivalent beneficial. Responsibilities include: design and market a set of content-based solutions for IT sales organizations leveraging the content generated by IDC’s 900+ industry analysts; manage customer engagements working with various delivery teams including IDC consulting and Go-to-Market Services; provide pre- and post- sales support to the IDC sales team; help identify and manage partners who will increase SES competitive offerings to customers; travel is a requirement and is expected to be about 25% (primarily U.S.) but could be more depending on the needs of the business. ***Location: Framingham, MA***
Contact: M. Hockman, Fax: 508-935-4432 Email: idc_jobs@idc.com

Inquiry Analyst (IDC)

The Access Group is seeking an Inquiry Analyst on the IDCInquire team to support Storage, Peripherals and Pricing-related research requests. The Inquiry Analyst is a first point of contact for Analysts, Sales and IDC clients in getting research inquiries fulfilled. The individual in this role will have the opportunity to partner with Analysts and get insight on the many facets of the Analyst role at IDC. In addition to answering client inquiries, the Inquiry Analyst will also contribute to data collection projects and research document deliverables. Account management for IDCPreferred accounts is also part of this position. Inquiry Analysts at IDC sit amongst their peers and partner with a specific IDC Research Group to provide support to both internal analysts, sales and IDC clients. Key responsibilities include: partnering with the Research Groups to help meet client needs, sourcing IDC research to fulfill inquiry requests, collecting data and interpreting information for clients, proactively interacting with clients to ensure you are meeting their information needs, assisting their Research Group with data collection and writing needs as appropriate. Tracking of all client interactions is also a key element in this role. We are seeking an individual who is articulate, knowledgeable in Internet research techniques, a creative problem solver and experienced in working on a team. As the key interface with many IDC clients, Inquiry Analysts work collaboratively, demonstrate clear detail orientation and follow-through abilities, and possess a strong interest in high technology market trends and information. A Bachelor's degree is required along with at least two years of professional experience in a research or high technology environment. This position does not require travel. Relocation is not available.
***Location: Framingham, MA* Contact: S. McCallum, Fax: 508-935-4432 Email: idc_jobs@idc.com**

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Research Director, Global Retail Insights (IDC)

Global Retail Insights (GRI) is seeking a program director for its Retail Store, Channel and Consumer Strategies product family. The director will have responsibility for research involving stores, multi-channel (online) and macro consumer trends. He/she will be responsible for coordinating the research agenda with other GRI research staff. The individual must have established experience in the retail industry, preferably in the consumer selling environment (store operations, store systems, channel operations). The position requires strong written and verbal communication skills along with the ability to interact effectively with a global retailer and technology vendor client base. The individual will be required to deliver compelling research projects, high levels of customer interaction, and be able to proactively grow the practice thru successful engagement with all client types – the IT and business executives of global retailers and the retail industry technology vendors. The research director will serve as a main point of contact with the sales force for product education and pricing guidance. Therefore the individual will need to have strong client facing skills and a keen business sense to identify and package research in a way that meets clients' needs. The individual will also be responsible for ensuring that the research is delivered on time, cost effectively, and with a high degree of quality. This requires the director to have strong project management skills. The director will be responsible for developing and maintaining new business processes associated with the gathering of primary and secondary information to support the products. The data will be gathered from a number of different sources and used by a multiple parties. Therefore, an ability to develop a process that maximizes analyst's time and minimizes costs is required. The position will also directly interact with GRI consulting and provide analysis and insight on custom research engagements for clients. The desired individual will have 7-10 years of expanded management responsibilities in the retail industry, preferably in store operations, IT store systems, or other consumer-facing organization. Experience in the IT industry and/or with a market advisory firm is preferred. Additionally, the following skills and attributes are desired: ability to provide actionable advice to executive level management; strong presentation skills; strong writing skills; strong business development skills; strong collaboration skills; comfort working in a fast-paced, ever changing environment; creative problem solving; ability to design and implement new processes; strong project management skills with a constant eye on detail. ***Location: Irvine, CA and Framingham, MA***
Contact: S. Brown, Fax: 508-935-4432 Email: idc_jobs@idc.com

Associate Web Designer (IDGE)

IDG Entertainment is seeking a highly motivated Associate Web Designer to help maintain one of the web's top video gaming networks. This is an excellent opportunity for someone who is looking for experience in the web industry and loves video games, graphic arts, and the internet. The Associate Web Developer is a full time, entry-level position providing a fantastic entrance into the online publishing and video game industry. Working closely with the Online Product Development staff, the Associate Web Designer will assist in all aspects of front-end web development, custom advertising projects, and general site development tasks as needed. The Associate Web Designer works closely with the entire IDG Entertainment staff, reporting directly to the Associate Art Director. Essential duties and responsibilities include: focus primarily on front-end development for internal sites, custom sales projects, data management and more; general site development projects; management of newsletters and related applications; contribute to production of feature articles. Required technical skills include: CSS; HTML handcoding; Flash; Dreamweaver; Illustrator; PhotoShop. Experience with JavaScript, ColdFusion, SQL a plus, but not required. An ideal candidate will posses the following characteristics: passion for/interest in video games; working experience in creating designs that use CSS-based, tableless layouts; Client Relation skills; ability to create functional and intuitive user interface; extreme attention to detail in work quality; well organized and able to balance multiple projects simultaneously; understanding of Web 2.0 trends; demonstrated understanding and appreciation of graphic design, color theory, typography and layout; ability to take constructive criticism and implement creative direction To apply, send cover letter, resume, links to previous work and online portfolio to jobs@gamepro.com. Please reference "Associate Web Designer" in the subject line when applying to this position.
Location: San Francisco, CA **Contact: jobs@gamepro.com, Email: jobs@gamepro.com**

Senior Analyst (IFW)

The InfoWorld Test Center is seeking an experienced technology editor and product reviewer for the position of Senior Analyst. Primary duties include testing and evaluating enterprise IT products, writing product reviews and technology analyses, and editing Test Center articles. The Senior Analyst will be expected to design test methodologies and conduct product testing, to follow key vendors, products, and business and technology developments in assigned beats, and to regularly contribute articles on a tight schedule in a fast-paced online publishing environment. He or she will also be expected to plan and participate in live events including webcast presentations and conference sessions. Candidates should have deep technical knowledge and a broad range of experience with enterprise IT products including server operating systems and networking, security, and storage solutions. Experience producing podcasts or screencasts, including the editing of audio and video content, a big plus. ***Location: San Francisco, CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Senior Editor (IFW)
InfoWorld, the leading website for IT managers, is seeking an experienced, motivated Senior Editor to oversee news coverage. This is a leadership position that requires a keen eye for timely, IT-relevant stories and the ability to apply sharp analysis to newsworthy items under tight deadlines. The Senior Editor will make assignments; edit stories; and write news pieces, blog posts, and occasional features on a regular basis. A successful candidate should have at least 5 years experience in the IT press, with extensive industry contacts and a good command of technology and industry issues. Preferred location is either InfoWorld's San Francisco office or Boston bureau. To apply, please send clips along with your resume to jobopps@idg.com, and reference "Senior Editor" in the subject line of your email.
Location: Boston, MA and San Francisco, CA **Contact: Job Opportunities, Email: jobopps@idg.com**

Senior Writer (NWI)
Network World is looking for an experienced writer to join our award winning editorial staff. This position will report on stories within the high tech industry, many based on attending IT events and visiting sources in Silicon Valley. Job would also include various online media tasks, including the development of podcasts, videos and other online content for Network World, both online and print. Ideal candidates will demonstrate the ability to write quickly and accurately about technical and business topics, and meet deadlines consistently. Experience writing and reporting on high technology news both for online and print media a big plus. Travel is required, generally a couple of times per month. Candidates must have a minimum of 1-3 years experience, and BA/BS in journalism required.
Location: San Francisco, CA **Contact: E. Cormier, Fax: 508-490-6454 Email: careers@nww.com**

IDG Sweden's custom publishing team seeks new markets

This magazine was produced for the Italian Chamber of Commerce in Stockholm.

Intent on tapping into a new revenue stream and expanding its customer base beyond the IT market, IDG Sweden created a separate company called IDG Custom Publishing last November.

"I think this is an exciting new opportunity for IDG Sweden," said CEO & Publisher **Lars Dahmén**. "Over the last few years we've seen the market for custom publishing boom. The number of commercial inserts and supplements in newspapers and the business press has increased quite a lot, and more and more companies are producing publications for their customers or potential customers. When our clients put a growing portion of their marketing budgets into a new area, we need to be there."

With 12 projects already completed, the full-time team of VP **Michael Sall**, Key Account Manager **Inger Holmstrom** and Project Leader **Anders Rydebrant** is well on its way to meeting the goal of 19 publications in 2007. For 2008, the group aims to produce three to four publications per month. Where appropriate, the group can take advantage of the expertise within IDG Sweden to create high-quality products.

The team has broad authority to approach any potential customer. An admirer of all things Italian, Sall contacted the Italian Chamber of Commerce in Stockholm and asked if they were interested in a custom publication. The result was Italia Magazine, written in Swedish, which encouraged readers to go on holiday, set up businesses and buy products in Italy. Two magazines will be produced this year for the Chamber; the first was a 40-page supplement with 75,000 copies distributed in Dagen Industri, the largest business newspaper in Sweden.

Among the topics for some other publications: Today's Environmental Consumer, Boating, Broadband, City Digit (gadgets and IT products) and Software Asset Management.

Sall

Sall has worked in custom publishing for the past five years. He said competition is more intense today, so publishers have to expand their scope of offerings in new ways, such as online options. IDG Custom Publishing can help clients produce a digital customer magazine, which could include publication on its own partner zone within IDG Sweden's site, http://www.idg.se.

IDG Custom Publishing can also produce traditional ad-financed supplements for conferences or expos, for which the team can also offer a comprehensive service that includes the distribution channel, editorial content, design and ad sales.

Contact Michael Sall at michael.sall@idg.se.

CW adopts magazine format

continued from page 1

said, adding that the "pacing" of a magazine is different from that of a news tabloid in that the latter has the most important stories in the front, an editorial/opinion spread in the middle, with features following. By contrast, Faucher said that in a magazine the appetizers come first, the main course is in the middle and the dessert at the end. "In our case, the dessert includes the popular Shark Tank and Frank Hayes' back-page column," Betts noted.

CW eliminated its newspaper-style editorial/opinion spread. In the new design, the editor-in-chief's column and reader letters are now at the front of the publication, and the editorial cartoon is with the news digest section. That section — which is "dramatically different from our tabloid news section," Betts said — now summarizes the week's enterprise IT news more succinctly, "since many IT folks get their breaking news from the Web. We also incorporated online referral boxes that point print readers to Computerworld's online resources" (http://www.computerworld.com).

Although the publication's departments and fonts did not change, the cover did. Instead of news stories starting on the front and jumping inside as they have previously, there is one story that dominates the cover, plus a list of cover lines promoting news analysis stories and opinion columns inside. One new department, The Grill, is a weekly Q&A with an industry luminary or interesting personality.

Due to the brief timeframe given the redesign, Betts said they did not test it with any focus groups. However, CW did poll 78 CIOs and senior subscribers at its Premier 100 IT Leaders Conference in March about the idea of going to a magazine size. "All but two said the format change would have no impact, or in some cases a positive impact, on their readership," he said. "As long as the editorial information is of the same high quality, they figured a different format wouldn't make much difference in terms of reading value."

Contact Mitch Betts at mitch_betts@computerworld.com or Stephanie Faucher at stephanie_faucher@computerworld.com.

Redesign tips

Computerworld Executive Editor **Mitch Betts** provided the following tips to consider when redesigning a publication:

- Involve the whole staff, including online editorial, in the process. Have a brainstorming meeting to pick the brains of all your experienced journalists about new ways to present information in a compact space. Then make sure that designers, copy editors, story editors and online editors are involved in determining the new workflow because the processes are all interrelated.
- Use the redesign as an opportunity to fix internal problems — for example, revamp the workflow and improve production schedules — since you're making a lot of changes anyway. If editors are currently overloaded with copy on particular days, use the redesign to spread deadlines throughout the week.
- Trust your designers' instinct. Everyone and his brother will have opinions about what the cover should look like, but designers are the true professionals and will prevent the cover from looking like it was designed by committee.
- Avoid cluttering the pages. You can't cram magazine pages with all the things you put in the tabloid, so rethink what's really essential.
- Point readers to supplemental resources that are online. The magazine page is small, but the Web site has virtually infinite space for reader resources.

noteworthy people

Promotions

McDonald

IDG WORLD UPDATE

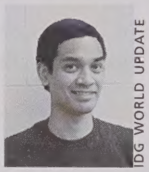
PC World Senior Associate Editor, News, **Anne McDonald** has been promoted to senior editor. " Anne is a leader in our new Daily Team," said **Bud McLeod**, PCWorld.com editor, "but has long been our go-to person for online news. She began here in 2001 in our news department and has skillfully worked in number of critical areas for PC World, including new products and reviews." *anne_mcdonald@pcworld.com*

New employees

Online Marketing Manager **Margo Tiffen** comes to IDG Communications U.K. from McGraw-Hill Publishing in New York City where she was senior project manager, Online Marketing and eCommerce. She holds a bachelor of fine arts in writing, literature and publishing from Boston's Emerson College and enjoys music, reading, art and photography and has recently been "figuring out how to get around London without becoming hopelessly lost." *margo_tiffen@idg.co.uk*

IDG Communications U.K. has also hired **Alex Lincoln** as database manager for CIO and CIO MarketBase. He previously held a number of positions with Fairfax Business Media in the U.K. and Australia, including business services Manager with MIS magazine in the U.K. and in Australia commercial manager for Asset magazine. He enjoys travel, horseback riding and his dogs. *alex_lincoln@idg.co.uk*

IDC Malaysia has hired **Esther Gan** as an associate market analyst with its telecommunications group. Prior to joining IDC, she worked for Dagang Net Technologies as a sales executive selling e-commerce government solutions to the logistics industry. She holds a B.A. in business systems from Australia's Monash University. In her free time she enjoys reading and swimming. *egan@idc.com*



Parisi

IDG WORLD UPDATE

IDG Entertainment has hired **Chris Parisi** as a video producer, a title he held at his previous job with Hudson Entertainment. A graduate of San Francisco State University, he holds a B.A. in cinema studies and won a finalist award at the New York Film Festival in 2001 for his film short, "That's Life." He enjoys biking, talking and walking. *cparisi@idg-entertainment.com*

Rybak

IDG WORLD UPDATE

IDG Communications has hired **Olga Rybak** as a management associate in its San Francisco office, working with **Colin Crawford**, EVP Online. Her most recent job was as senior software quality assurance engineer with BenefitPoint. She recently received an M.B.A. from Boston University and also holds a B.S. in business administration from San Francisco State University. She enjoys reading, cooking, travel and is a fan of the visual arts and dance. After "surviving two Boston winters and one New York summer after nine years in San Francisco, earning the M.B.A. in the meantime was a bonus," she said. *olga_rybak@idg.com*

After working as an intern with IDC China, **Kevin Wang** joins the division's Computing Systems team as an associate market analyst for storage research. A graduate of the Beijing University of Technology, he holds a B.S. in applied physics with an emphasis in optical communications. Kevin is a saxophonist during his off hours. *kwang@idc.com*

Associate Research Director **Randy Sng** comes to IDC Asia/Pacific's Manufacturing Insights group in Singapore with 20 years of experience at such firms as EDS, Sun Microsystems, J.D. Edwards, Oracle, Makino Asia and GE Consumer Electronics, working in production operations, supply chain management, IT, product transfer and project management. He holds an honors M.B.A. from Oklahoma City University and a diploma in management studies from Singapore Polytechnic. In his free time he enjoys reading and is an active community services volunteer. *rsng@manufacturing-insights.com*

Previously a market analyst with Saino Market Research where she was responsible for handheld device market coverage, **Sally Feng** joins IDC China's Beijing office as a Personal Systems market analyst. She earned a B.A. in Chinese from Peking University. Her interests include singing, badminton, fishing, yoga and shopping. *sfeng@idc.com*

IDC Malaysia's Kuala Lumpur office has hired **Quah Sae Soon** as an associate market analyst with the Peripherals Research group. Prior to joining IDC, he worked for Alliance Bank as an analyst programmer. He holds a B.A. in business information systems from Asia Pacific Institute of Information Technology in Kuala Lumpur and enjoys all forms of gaming, watching football and reading. *ssquah@idc.com*

New at IDC Asia/Pacific's Singapore office is **Elizabeth Chan**, regional account executive for New Business Accounts. She spent the previous six years with I.T. Associates Corp. as a senior business development manager and managing consultant for e-business and supply chain integration. She graduated from De La Salle University in Manila, Philippines, with a B.S. in computer science. Away from the office, she enjoys running, reading and creating custom jewelry using pearls, semi-precious stones and indigenous materials. *elizabethchan@idc.com*

Leo King is the new reporter for IDG Communications U.K.'s CIO and the enterprise sites, Computerworlduk.com and techworld.com. He was previously deputy editor at IT Europa, a pan-European IT channel publication. He holds a B.A. in French and Spanish from the U.K.'s University of Southampton and recently cycled from London to Paris. *leo_king@idg.co.uk*

Returning employees

Once a journalist for Computerworld Australia as well as The Industry Standard, **Siobhan Chapman** returns to IDG as a deputy editor with Computerworld U.K. She was previously deputy editor at STP magazine. In Australia she was the editor of Windows for Professionals and deputy editor of InformationWeek Australia for two years. She holds a B.A. with honors in philosophy, media and cultural studies from Sydney's Macquarie University and enjoys live music, running and "the occasional pint." *siobhan_chapman@idg.co.uk*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

31
Therese Bergstrom *IDC*

24
Barbara Adamson *PC World*

23
Susan Searle *IDG Australia*

22
Keith Arnot *IDG U.K.*

21
Karin Quack *IDG Germany*
Pim Bilderbeek *IDC Benelux*

20
Anne-Lise Wang *IDC Denmark*

19
Caroline Craig *InfoWorld*
Judy Callahan *IDG*

18
Jeffrey Berlin *PC World*

17
Scott McLarnon *IDC*

15
Randy Perry *IDC*

13
Thomas Winter *IDG U.K.*
Douglas Chandler *IDC*
Loren Loverde *IDC*

12
Caryn Bousquet *IDC*
Joan Young *IDC*
Karen Blythe *IDG Global Solutions EMEA*
Cheryl Giangregorio *IDG Corporate Sales*
Paul Overhiser *IDG*

11
Rebecka Simon *IDG Sweden*

10
Steve Symonds *IDC Canada*
Rosemary Haworth *PC Advisor*
Verena Schieder *IDG Germany*
Janet Waxman *IDC*

9
Scholle McFarland *Mac Publishing*
Kathryn De Carlo *IDC Canada*
Elias Plastiras *IDG Australia*
Courtney Munroe *IDC*
Meredeth Whalen *IDC*
Jean Gasbarro *IDG Int'l Publishing Services*

8
Theodore Samson *InfoWorld*
Leslie Piper *Mac Publishing*
Earle Joseph II *IDC*
Miura Motohiro *IDG Japan*

7
Katharina Friedmann *IDG Germany*
Isa Stamp *IDG Germany*
Dorothy Merullo *IDC*
Lauren Fitzgerald *IDC*
Malgorzata Lejman *IDG Poland*
Alan Tong *IDC Malaysia*
Linus Wolter *IDG Sweden*
Alfredo Distefano *Nuov@Periodici Italia*
Katia Trespidi *Nuov@Periodici Italia*
Deborah Lee *Computerworld*
Dorothy Malone *IDG*

6
Michelle Torrey *IDG Entertainment*
Brian Cox *PC World*
Meghan Mizoras *IDC*
Adam Sienkiel *IDG Poland*
Patricia Gill *IDG*

5
Holly Drawbaugh *PC World*
Eddie Chan *IDC Canada*
Mesher Ma *IDG China*
Tom Dassel *IDG Germany*
Stephen Vass *IDC Singapore*
Bert Sluyter *IDG Netherlands*

4
Hal Mentlik *InfoWorld*
Myles Burke *IDG U.K.*
Ole Evers *IDG Germany*
William Patton *IDC*
Eduardo Benassi *IDG Brazil*
Akemi Kimura *IDC Mexico*
Alejandro Munoz *IDC Mexico*
Helen Palmer *IDG Global Solutions EMEA*
Julie Proffer *IDG Corporate Sales*

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Jessica Black *IDC*
Sandra Tubbs *IDC*
Thomas Roan *IDC*
Cristina Rivas *IDC Mexico*
Aprajita Sharma *IDC Australia*
Yong-Jin Jun *IDC Korea*
Richard Robinson *IDG Global Solutions EMEA*
Andrew Rhine *IDG Int'l Publishing Services*

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Christopher Morell *IDG Entertainment*
Travis Moses *IDG Entertainment*
Patrick Shaw *IDG Entertainment*
Tammy Gargus *Mac Publishing*
Roxanne Warrick *PC World*
Jose Rodas *PC World/Central Services*
Mitchell Bingemann *IDG Australia*
Henriett Márki *IDG Hungary*
Gábor Papp *IDG Hungary*
Julia Gao *IDG China*
James Nolan *PC Advisor*
Jan Dvorak *IDG Czech*
Christopher Hazelton *IDC*
Pamela Campbell *IDC*
Luiz Minervino *IDG Brazil*
Reco Li *IDC China*
Victor Lim *IDC Singapore*
Julieta Botter *IDC Argentina*
Lam Nguyen *IDG Asia*
Christian Montminy *IDG World Expo*

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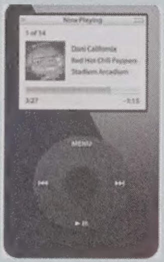
Tae Kim *IDG Entertainment*
Lisa Simms *IDC Canada*
Yifeng Song *IDG China*
Leslie Zhao *IDG China*
Jason Boscacci *PC Advisor*
John Brennan *IDG U.K.*
Matthew Lane *IDG U.K.*
Nicole Adair *IDG U.K.*
Alexandra Kim *IDC*
William Pidgeon *IDC*
Thalia Servin *IDC Mexico*
Pawel Gordon *IDG Poland*
Aya Yaginuma *IDC Japan*
Rutger de Haan *IDG Netherlands*
Jesse Rutland *IDG Global Solutions EMEA*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

This is the final week to check the IDG Directory and enter the drawing for a video iPod



This could be your iPod!

The IDG Directory exists on IDG's intranet, IDG Central (http://www.idgcentral.com) as a resource for employees worldwide. The directory is intended to contain contact information for every IDG (and IDC) employee as well as employees of licensees who choose to be included.

The directory can be accessed in two ways. Employee may access the directory on IDG Central (the first item under "Employee Resources" on the menu bar at the top of the page). Employees whose business units use Lotus Notes can also access the directory via Notes if a replica of the database has been made on a local server.

In an attempt to ensure that the directory contains comprehensive and correct information for all employees at every business unit, IDG World Update is sponsoring a contest. Here's how it works:

Go to the IDG Directory, find your name and check that all the information — the spelling of your name, your title, phone, e-mail address, etc. — is correct. Then send an e-mail to idgdirectory@idg.com stating one of the following:

1. All the information is correct.
2. There are one or more errors and supply the correct information.
3. If you cannot find your name, please supply the following information: name, title, business unit, department, manager's name, direct-dial phone number and e-mail address.

Everyone who responds by Monday, July 16 will be automatically entered into a random drawing to receive a video iPod.

If you do not have an IDG Central password, use the link at http://www.idgcentral.com to request one. Questions? Please send them to world_update@idg.com.

celebrating 10!

Name
Ephraim Schwartz

Home
San Francisco

Joined InfoWorld
March 1996 as a section editor.

Current title
Editor-at-large — I am both a news reporter and a columnist/blogger. As a reporter I cover enterprise software, immigration issues, outsourcing and professional services. My column/blog is called Reality Check, and that is what I try and make it, a reality check on industry hype. I also try to spot trends and issues that IT people need to become aware of.

Best part of your job
Writing a column and blog where I can voice my view of the industry.

Latest accomplishment
My column won a Regional ASBPE award.

Career highlight
Going to China, being part of the dot-com boom and reporting on all the craziness.

Memorable moment at work
Getting calls from vendors asking me about the topic I would be speaking on the following day at a site halfway across the country. I did not know what they were talking about until I checked with my editor who said, "Oops, I forgot to tell you." So I had to come up with a talk and catch a plane that night.

What's kept you at IDG for 10 years?
Being treated with respect.

Best way someone could compliment you on your work
Say "Good job."

One thing you've learned during your tenure at IDG
Good PR people can be helpful.

Interests outside the office
Baking bread, reading history.

Family
Two children, two grandchildren.

Last good deed
Bought lunch for a homeless person.

What ability do you wish you had
Ability to speak French, Swedish, Italian, Spanish, Yiddish, play piano and guitar.

Most difficult decision you ever had to make?
Leave New York and come to San Francisco.

Your idea of a perfect day alone?
Riding my motorcycle down Route 1, the Pacific Coast Highway in California.

*InfoWorld's **Ephraim Schwartz** (l) was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating his 10 years of service to the company.*

Most prized possession
My books.

Fictional character you most identify with
Pinocchio

Collection
Bread books.

Favorite celebrity encounter
Every year on my birthday my father would take me to Manhattan (we lived in Brooklyn) to the Palace Theater. After that we ate out at Horn and Hardarts. He had a vegetable plate, 15 cents per vegetable, and I had franks and beans. While walking to H&H in Rockefeller Center, my father spotted Bud Collier, host of the television show Beat the Clock, coming out of a pet store with a canary in a cage. My father stopped him to say hello and tell him how much he enjoyed watching the show. It was 1954 or 1955.

Favorite sports team
The New York Yankees

Your last meal would be
Tuna fish on rye bread with tomatoes and a chocolate egg cream with free refills.

Retirement dreams?
Live in Paris until I master French.

Manager's profile
"Ephraim's blog is called Reality Check for a reason. As InfoWorld's designated lightning rod, he never sugarcoats his opinions, even when he's taking a contrarian line. Ephraim's zesty writings on key tech issues — from H-1B visas and outsourcing to IT/business alignment — are lively, entertaining, and well-informed. They are also controversial, consistently drawing impassioned responses from readers who want to join the debate."

— Steve Fox, editor-in-chief, InfoWorld

Question of the week results for June 25

How has the number of print magazines you subscribe to at home changed in the last year or two?

38% -- The number has stayed the same
22% -- I don't have any print subscriptions
20% -- I subscribe to fewer print titles
20% -- I receive more print titles than before

This week on http://www.idgcentral.com: What's your vacation priority?

IDG **World**Update

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

And the winner is...

For updating his contact information in the IDG Directory, **Miles Orrick**, IT World Canada audience development analyst, has won a video iPod. Orrick's name was chosen at random from more than 400 IDG and IDC employees who updated their contact data in the directory, an invaluable in-house resource available on IDG Central (http://www.idgcentral.com) or through Lotus Notes. Congratulations, Miles! Please continue to send directory updates and corrections to **Chheng Pradith** at idgdirectory@idg.com.

Inside this issue

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COME IN SMALL PACKAGES.

***Wolfgang Koser**, PC-WELT vice editor-in-chief; Dirk Neuneier, MSI; and **Michael Schmelzle**, PC-Welt hardware specialist, at last month's Computex show in Taipei.*

Aspiring game developers vie for IDGE "Top Modder" honors

Eight-part online series expected to drive significant traffic

Contestants in IDG Entertainment's (IDGE) reality Web video series, "America's Next Top Modder," did not have to strut down a runway, eat live grubs or design evening wear. They did, however, have to shoot water guns, drive down San Francisco's snaking Lombard St. and design a game scenario involving corn dogs.

IDGE held open auditions last month for the new eight-part online series created by IDGE Editorial Director **George Jones** and Video Producer **Wendy Chan** to find 'the next undiscovered game programmer or designer.' ('Modder' is a gaming industry term for a game developer.) The winning team of two will receive a US$3,000 computer gaming system, a two-page profile in GamePro magazine and the inside track at a chance at a development job with San Francisco-area game design firm Telltale Games.

"The Bay Area is home to some of the most creative development talent in the country," Jones said. "Our goal was to draw attention to these hidden gems and give them a chance to shine on a national stage. They may go on to create games that take the electronic entertainment industry to a new level of innovation."

GAMEPRO presents
AMERICA'S NEXT
TOP MODDER
intel

IDG WORLD UPDATE

*(L-R): Adrienne Fodor, production coordinator; Erica Filanc, director; **Travis Moses**, IDG Entertainment editorial assistant, judge and series host; and **George Jones**, judge and IDGE editorial director.*

In early June potential contestants attended open auditions at The Art Institute of California, San Francisco, bringing samples of their game design work on CDs and DVDs. They were judged on artistic and

continued on page 5

PC-WELT establishes strong ties at Asia's biggest IT event

The delegation that IDG Germany's PC-WELT sent to Taiwan's Computex 2007 trade show had a tri-part purpose: to search out new products, foster and maintain Asia/Pacific business contacts and promote PC-WELT.

Heike Kuppe, PC-WELT head of international sales; **Wolfgang Koser**, vice editor-in-chief; **Michael Schmelzle**, hardware specialist; and **Bernhard Haluschak**, contributing editor of TecChannel, represented IDG Germany at the five-day trade show in Taipei last month. This was the seventh time PC-WELT has sent representatives to Computex.

"From an editorial point of view Taipei's Computex has become increasingly important," Koser said. "It is Asia's biggest IT event — and the second largest in the world after Germany's CeBIT — and it attracts tens of thousands of business buyers from all over the world. Large IT corporations plan their product launches around Computex, and this is where buying decisions are made concerning new products from motherboards to various PC peripherals."

Koser added that from a sales perspective the Taiwanese IT market is important for PC-WELT. "In order to get in touch with new contacts or new clients it is essential for our sales reps to talk to the marketing people in person. Direct contact is especially important in the Asian market," he said.

PC-WELT printed 3,000 copies of a 40-page Computex supplement in English to distribute on the show floor and showcase the PC-WELT test center and give the Taiwanese clients an idea of how

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in brief newsworthy

McGovern marks 100th trip to China with visit to new IDG Ventures office

IDG Chairman **Pat McGovern** recently made his 100th trip to China, visiting the new offices of IDG Technology Venture Investment in Shanghai. McGovern and his wife Lore Harp McGovern, were welcomed by **Suyang Zhang**, general partner of IDG Technology Venture Investment, and the eight members of his staff located in the Shanghai office.

IDG Technology Venture Investment is the successor to Shanghai Pacific Technology Venture Investment, which was launched in 1993 and closed last year. Zhang served as general manager of the previous fund.

Under the leadership of Zhang, who was named one of the top two venture capitalists in China for 2006 by Zero2IPO (**Quan Zhou**, managing director of IDG Technology Venture Investment in Beijing was the other top pick), the Shanghai office has been responsible for some of IDG Technology Venture Investment's most successful investments. These include Ctrip and Homeinns, both listed on NASDAQ, which generated a 34 times return and 45 times return on investment, respectively. Allyes, which was acquired by Focus Media, generated at least 50 times return on investment, and Eachnet, which was acquired by EBay, generated a 19.4 times return on investment. In addition to the offices in Shanghai and Beijing, IDG Technology Venture Investment also has an office in Guangzhou.

According to Zhang, the secret to achieving these returns is simple, "First is people, second is people, and third is also people. IDG Ventures attaches great importance to the teams of its portfolio companies."

China is developing rapidly, attracting capital from abroad, including the top five venture capital companies in the U.S. It is an attractive market because "venture capitalists prefer a place with brave people and a sound venture environment to invest in," Zhang said. "Chinese people have a tradition of taking risks; many of them would like to start a business of their own."

*Staff members from the IDG Technology Venture Investment office in Shanghai pose with IDG Chairman **Pat McGovern** and his wife Lori Harp McGovern. From left, **Jiayu Yang**, executive assistant; **Hong Shen**, administrator; the McGoverns, **Zhengkun Yu**, vice president; **Zhihao Xu**, investment manager; **Martin Kissinger**, intern; and **Zhen Cong**, investment manager.*

IDG Ventures focuses on the following industries in China: digital/paid TV, Internet/mobile rich media, Internet mobile verticals and services. Despite the competition among venture capitalists in China, Zhang said, "IDG Technology Venture Investment is a pioneer in the China VC industry, and we are confident that we can maintain our leading position in the future."

For more information, contact Suyang Zhang at suyang_zhang@idgvc.com.cn.

IDG buys ITworld.com network from Accela Communications

IDG Communications last week announced the acquisition of the ITworld.com network and its database of several hundred thousand names of IT professionals from Accela Communications Inc. The network, which, in addition to ITworld.com, includes smallbusiness.ITworld.com, security.ITworld.com, wireless.ITworld.com, open.ITworld.com, storage.ITworld.com and utilitycomputing.ITworld.com, will be managed by the online group at Computerworld. The sites will be maintained as a stand-alone brand.

"The acquisition of the ITworld.com network and its database of top-quality IT buyers is an important addition to our industry-leading network of sites," said **Bob Carrigan**, president of IDG Communications. The ITworld.com database contains approximately 400,000 names, which will be added to IDG Connect. The IDG Connect database currently contains several million names of IT buyers collected from across IDG's media brands.

"The ITworld brand folds neatly into the portfolio of IDG brands," said **Martha Connors**, VP and general manager of Computerworld.com. "This compatibility will help make Computerworld very successful in growing the ITWorld.com online business." Connors added that ITworld.com will become part of the IDG brand of sites immediately and that her team will begin growing the brand immediately and will most likely relaunch the site within the next six to 12 months.

Two employees will join Computerworld as part of the acquisition — Site Editor **Jodie Naze** and Content Manager **Amy Bennett**.

IDG has a long-standing business relationship with Accela Communications, which was launched as an IDG business unit called ITworld.com in 2000 and focused on online aggregation of content from IDG's U.S. enterprise brands — Computerworld, InfoWorld, Network World and CIO. In 2003, IDG sold a majority stake in the business unit to a management team but remained a minority investor.

For more information, contact Martha Connors at martha_connors@computerworld.com.

the interview

one on one

Bianca Bruhn

The group vice president of the IDC EMEA Conferences Group is this week's columnist. Reach her at bbruhn@idc.com.

Q What is the secret behind the 15% to 20% growth rates for the EMEA conference business?

A We are consistently developing and launching new products and services that respond effectively to the current needs of our customers. This means focusing on supporting our sponsors to create market demand, i.e. generating *qualified* leads and delivering *measurable* return on investment, while at the same time delivering an interactive learning experience and networking opportunity to our delegates.

Currently, we are responding to the increasing investments in targeted demand-generating activities (as opposed to previous efforts concentrated on improving general brand awareness) with our extensive custom event program — and in particular with our very successful executive roundtables. Moreover, we are starting to see a great up-take in the demand for integrated marketing solutions. These solutions include deliverables ranging from strategic planning sessions focusing on overall messaging and positioning through to execution — taking advantage of our broad conference and events portfolio — including Web-based conferencing and webcasting as well as working with IDG whenever possible to provide complementary media solutions (print as well as online).

However, it is not all about product innovation and integrated solutions. A couple of other elements are critical to our business success: process innovation/business process optimization through automation as well as our organizational structure. With local conference teams on the ground in more than 25 countries across EMEA, one of our key differentiators in the region is our organizational structure, which allows us to support our customers and execute consistently locally as well as regionally. This includes offering crucial support to our customers when it comes to local execution of regional and corporate strategies and objectives — ensuring the important local buy-in and local ownership of our customer's staff in the field.

However, above all, it is about people — and it is the outstanding team behind the EMEA conference business that represents the most important factor behind our continued success.

Q How saturated is the market in EMEA for conferences and events?

A We are running conferences in more than 40 countries throughout the EMEA region with various levels of maturity as it relates to the events business. However, even in the more mature countries in Western Europe we continue to experience very healthy growth rates — predominantly driven by new/additional services delivered as part our conferences as well as our custom event portfolio. In the less mature markets, like the Middle East and Africa, we continue to expand into new markets, which is of course critical for our continued growth.

Q How important is the conference business to IDC EMEA?

A Today, the conference business in EMEA accounts for 20% to 25% of IDC's total revenue in the region — which means that this business is becoming increasingly important in the overall product mix for IDC EMEA.

Looking at the combined worldwide conference business (including North America, Latin America, Asia/Pacific and EMEA) it does not yet represent quite such a substantial proportion of IDC's overall business — however, we are certainly experiencing outstanding growth rates for the conference business across all continents. On that note, I would like to emphasize that the IDC conference business initially was created as a global product line, which means that we have a unique global network for best practices sharing including an established Global Conference Steering Committee driving common and consistent branding, programs, proposals and terms and conditions to the business and our global customers.

Q What's the outlook for FY08? Are you planning any new conferences?

A For the mature markets in EMEA, our conferences are expected to continue with relatively moderate growth rates — driven mainly by format improvements and the launch of new add-on services and new topics. Meanwhile, the custom event business will remain a high-growth area across all markets in EMEA. Security remains the No. 1 topic in the region in terms of number of events, followed by virtualization and SOA. New topics include digital cities, Web 2.0/enterprise 2.0, SaaS and green IT, and industry-focused events such as healthcare, financial services, manufacturing, etc. continue to flourish with great support from IDC's Insights businesses.

Q Why has the European IT Forum changed to the European ICT Forum and moved from Paris to Berlin?

A The heart of Europe, Berlin represents more than

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IDC Europe, Middle East and Africa Conferences Group at-a-glance

Year established IDC's conference business in EMEA started in the early 1990s with the launch of the European IT Forum followed by a number of other regionally organized, pan-European forums. Around 2000, we started building our local conference business in EMEA from the ground up, relying on skilled entrepreneurs based in the various local markets. This model proved very quickly to be highly successful.

Number of employees across EMEA 70-plus conference professionals (including dedicated conference sales and business development professionals).

Number of conferences in 2007 across EMEA Approximately 250 (including custom events).

EMEA Conference Group's most recent accomplishment We will achieve our ambitious growth target for FY07 — maintaining the last three years of very healthy 15% to 20% growth rates. This is an outstanding team accomplishment.

Coming up

CIO Summit 2007
July 30-31
Crowne Plaza
Auckland
New Zealand
http://www.idcresearch.co.nz/events.htm

LinuxWorld Conference & Expo
Aug. 6-9
The Moscone Center
San Francisco
http://www.linuxworldexpo.com

NGDC Conference & Expo
Aug. 6-9
The Moscone Center
San Francisco, CA
http://www.ngdcexpo.com

Government Insights Conference 2007
Aug. 16-17
Duxton Hotel
Wellington
New Zealand
http://www.idcresearch.co.nz/events.htm

DEMO China
Sept. 5-7
Tsinghua Science Park International Convention Center
Beijing
http://www.demochina.com.cn

IT Roadmap: Dallas
Sept. 6
Adams Mark Hotel
Dallas
http://www.networkworld.com/events

European ICT Forum
Sept. 10-11
Maritim Hotel
Berlin
http://www.idc.com/events/emea/ictforum07/index.jsp

The Security Standard
Sept. 10-11
Chicago
http://www.networkworld.com/events

Computerworld Infrastructure and Management World
Sept. 10-12
Scottsdale, AZ
http://www.imworldusa.com/

French publisher licenses online editions of PCW, GamePro

IDG signed two licenses in May for online editions of PC World and GamePro with ComparHaut, a Web publisher in France.

Established in 2002 under the direction of CEO **Olivier Moulin**, ComparHaut has 14 employees and is based in the suburbs of Paris. It is involved in Web consulting as well as content creation via http://www.matbe.com, a news site covering the IT industry in France from a consumer perspective. The site originated as a pricing engine for consumer IT products and attracts some 1.8 million unique visitors and 10 million page views a month.

Moulin and his team are still discussing whether PCWorld.fr, slated for a September launch, will replace Matbe.com or if they will keep both brands. It is likely PCWorld.fr will be a more business-oriented site to distinguish it from what will be its prime competitor, Hardware.fr. **Stephane Charpentier** will serve as editor-in-chief (stephane@matbe.com).

The new PC World property marks the return of the PC World product line to France. IDG France launched InfoPC in 1984 and sold it to the publisher of L'Ordinateur Individuel in 2001

ComparHaut previously published a gaming site called Gamebe.com before converting it to GamePro.fr last month. The site, which has 450,000 unique visitors and one million page views a month, will soon unveil a new design. The team plans to include some business content such as a weekly interview with a games-oriented professional (designer, marketer, sales executive, etc.), articles about the evolution of the market, mergers and acquisitions and so on. Its main rival is JeuxVideo.com. **Mathieu Chartier** is GamePro's editor-in-chief (mathieu@gamepro.fr).

GamePro Editor-in-chief ***Mathieu Chartier*** *(l) and* ***Christophe Collet****, who serves as co-editor-in-chief.*

"Working with IDG will give us the power to share our content, our views and our experience with many people worldwide," Moulin said. "It will allow us to belong to a powerful brand name that can open so many doors."

Contact Olivier Moulin at olivier@comparhaut.com.

PC-WELT at Computex

continued from page 1

their products are featured in PC-WELT.

The supplement was packed with comparative tests from the last seven months of PC-WELT, as well as content from its sister publications GameStar and tecChannel, to demonstrate the combined testing power of IDG Germany. "We picked products such as motherboards, graphics cards, notebooks and components like coolants, products reflecting the Taiwanese IT industry," Koser said.

Germany's Best Selling Monthly PC Title
IDG
PC WELT
www.pcwelt.de
SPECIAL EDITION
Computex 2007
Highlights

PC-WELT's Computex supplement showcased company's test center.

About 100 copies were given to each PC-WELT client. Koser said the clients, proud to see their products featured, gave the special issues to booth visitors.

PC-WELT also distributed awards at a customer event on the second night of the show. About 30 representatives from companies such as Asus, MSI and Gigabyte gathered in an open-air café outside the show venue to receive nine awards from PC-WELT's test center for the most innovative Taiwanese products, as well as three best-of-show awards. "It is extremely valuable for our Taiwanese clients to see their products win an award for best performance or an Editor's Choice award," Koser said. "It tightens the relationships between PC-WELT and its Taiwanese customers."

PC-WELT's mission to foster customer ties and reach new contacts succeeded, as the Munich-based monthly signed a number of new clients, including A-data, Asus, Biostar, Elitegroup and Palit.

For more information contact Wolfgang Koser at wkoser@pcwelt.de.

IDG

July 23, 2007

Director of Business Development (CWI)

Computerworld's Strategic Programs and Events group is seeking a creative and motivated Director-level sales professional with an entrepreneurial spirit and an ambition to grow within this highly successful industry-leading team. This position is responsible for selling executive level sponsorship programs; finding and developing new business; and working across solution specific product lines to develop and deliver strategic and integrated marketing programs to new and existing clients. The ideal candidate will possess a minimum 5 years of proven sales success in the event and/or publishing industry with an emphasis on conference sponsorship sales; a comprehensive knowledge of "hot" high tech markets; extensive contacts at Sr. Management levels in the IT industry; and the ability to engage these sophisticated clients - managing the full sales cycle from proposal to close. Candidates must have exceptional presentation and communication skills (written, verbal and interpersonal), highly effective account and time management skills, and solid knowledge of basic office and presentation software. A Bachelors degree is required and regular travel is expected. Location is flexible. San Francisco or Boston area preferable.
***Location: San Francisco, CA and Framingham, MA*, Contact: J. Lynch , Fax: 508-879-3760**
Email: jobs@computerworld.com

Program Manager (CXO)

CXO Media has an opportunity for a Program Manager in the CIO Executive Council, CXO's worldwide executive CIO community. A global professional association for senior IT leaders, the Council provides unbiased, vendor free information, tools and decision support to members by facilitating member-to-member knowledge exchange and consultation. The Program Manager delivers high-touch consultative services to senior level IT executives in order to provide them with program offerings that best fit with their interests and areas of expertise. Specific tasks include: Conduct in-depth information gathering interviews with CIO Executive Council members upon enrollment. In these interviews, PMs act as advisors and help determine the best plan of action for the CIO's year of membership. Facilitate member-to-member peer consultations on specific topics, including identification of the specific questions and researching the member base. Communicate with member pool on a regular basis – both reactive and proactive – with their assigned members to identify new topics of interest, provide additional services, and inform them about events and programs worldwide that are relevant to their interests. Provide feedback to Council senior management about membership trends and play a critical part of the idea generation process to identify new programs. Track and partner with sales on the annual renewal of each membership. Think innovatively and brainstorm new ways that the Council can serve its membership. Ideal candidates are extremely detailed, have excellent written and oral communication skills, are adept researchers, and enjoy a wide variety of tasks and responsibilities. 5+ years of relevant experience and knowledge of the IT industry are required.

Senior Accounting Specialist (CXO)

CXO is seeking a team oriented, motivated Sr. Accounting Specialist to work in our Finance Department. The candidate will have responsibility for multiple IDG business Units. Reporting to the Group Finance Manager, the Sr. Accounting Specialist will be responsible for auditing and processing multiple product billings; processing accounts payable and employee expense reports; responding to and resolving vendor, customer and employee inquiries; preparing general ledger entries; reconciling balance sheet accounts; assisting with the month-end closing process; processing commission payments for the Sales Staff; preparing and maintaining various financial reports and communicating pertinent financial information to the Group Finance Manager to assist in the forecasting process. Our ideal candidate will have a BS in Accounting (or work equivalent) with a minimum of 2 years accounting experience. Requirements include excellent analytical, organizational, and written/verbal communication skills, plus the initiative to work independently and the ability to manage multiple assignments. Proficiency in Excel is a must, Lotus Notes, and MS Word would be a big plus. ***Location: Framingham, MA*, Contact: P. Boyle, Fax: 508-875-4489**
Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Relationship Manager (CXO)
CXO Media has an exciting sales opportunity for an experienced sales professional working in CXO's CIO service organization. This individual contributor position is charged with selling and maintaining assigned base of clients in the CIO Executive council membership program. Candidates must be comfortable and experienced with inside and outside sales and presenting to and closing services with CIO's. They should also be resourceful and persevering in initiating, advancing, and closing the sale cycle. Ideal candidates will have an outstanding record in consultative sales/closing business in an account management environment. Superior verbal and written communication skills, strong organizational and interpersonal skills and 8-10 years experience in a related role are required. Travel and public speaking will be required. ***Location: Framingham, MA*, Contact: P. Boyle, Fax: 508-875-4489**
Email: cxojobs@cxo.com

Marketing Manager (IDC)
As a member of the Insights marketing team, the Marketing Manager will work with internal and external partners in Research and Product Management, Sales, Web Site Development, and Public Relations to launch and support Global Retail Insights and cross-industry Insights campaigns and programs. Responsibilities will include: engage with the Marketing VP and Product VP on the planning and strategic initiatives for launching Global Retail Insights; build and oversee the implementation of the marketing plans for Global Retail Insights; manage training and other internal communications to educate teams on the products; manage the production of marketing materials; oversee the logistics, budget, and internal/external communications for all events (i.e. breakfast briefings, trade shows, conferences, sales meetings, other corporate events); develop content for a web presence for Global Retail Insights; collaborate with sales on renewals and lead qualification; work closely with the analysts on PR initiatives; oversee and track ROI for marketing activities; create best practices and business processes to leverage activities across the product groups; participate in cross-industry Insights marketing initiatives and campaigns. The ideal candidate possesses: four+ years of experience in marketing communications; excellent organizational, interpersonal and communication skills; experience launching new products. Knowledge of the retail industry is a plus. Candidate must be comfortable working with all levels within the organization. Position reports to the Vice President of Marketing.
***Location: Framingham, MA* Contact: L. Barton, Fax: 508-935-4432 Email: idc_jobs@idc.com**

Director, Market Intelligence Advisory Service (IDC)
IDC's Executive Advisory Group is seeking a Director level candidate to build an emerging research and advisory practice that is targeted at the Market Intelligence (MI) professional. The leader for this area will build a practice that will parallel the successful CMO Advisory (launched in 2003) and Sales Advisory (launched in 2005) which provides research and consulting to senior executives in those roles. The Director will serve as the "general manager" for this business and will play a lead role in developing all elements of the practice area. This will include identifying the key management topics to pursue related to the MI job role; setting the agenda for research to be conducted; leading the business and client development to attract MI professionals to join the service area as paying members; organizing and running the three-times per year Board Meetings for members; serving as the key "Thought Leader" for the MI management issues and themes,; conducting and publishing research reports; and other activities related to building a new research and advisory practice. Background in the Market Intelligence role either as a supplier (i.e. from an research or advisory firm) and/or as a practitioner (i.e. serving in a MI role in industry). Candidate may be from the tech vendor community (preferred) or other industry. Ten to fifteen years of professional experience. Must possess ability and willingness to develop a client base. Excellent written and verbal communication skills are a requisite. B.A. degree is required; MBA and/or MI credential is a plus. ***Location: Framingham, MA* Contact: M. Hockman,**
Fax: 508-935-4432 Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Research Director, Merchandising and Demand Chain - Global Retail Insights (IDC)

Global Retail Insights, one of IDC's "Industry Insights" companies, combines comprehensive information technology market knowledge and data with in-depth experience in the global retail industry. Global Retail Insights (GRI) is seeking a research director for its Merchandising & Demand Chain strategies service. He/she will be responsible for developing the service's research agenda and coordinating it with other GRI research staff. The individual must have direct experience in the retail industry, preferably in the merchandise management, retail planning, demand management, pricing, and/or store execution environments. The position requires strong written and verbal communication skills along with the ability to interact effectively with a global retailer and technology vendor client base. The individual will be required to deliver compelling research projects, high levels of customer interaction, and be able to proactively grow the practice thru successful engagement with all client types – the IT and business executives of global retailers and the retail industry technology vendors. The research director will serve as a main point of contact with the sales force for product education and pricing guidance. Therefore the individual will need to have strong client facing skills and a keen business sense to identify and package research in a way that meets clients' needs. The individual will also be responsible for ensuring that the research is delivered on time, cost effectively, and with a high degree of quality. This requires the director to have strong project management skills. The director will be responsible for developing and maintaining new business processes associated with the gathering of primary and secondary information to support the products. The data will be gathered from a number of different sources and used by a multiple parties. Therefore, an ability to develop a process that maximizes analyst's time and minimizes costs is required. The position will also directly interact with GRI consulting and provide analysis and insight on custom research engagements for clients. The desired individual will have 7-10 years of expanded responsibilities in the enterprise-level of retail management, preferably as a leader or content owner of systems supporting some combination of merchandise management, allocation and assortment planning, demand forecasting, pricing and store execution technology and workflows. Experience in the IT industry and/or with a market advisory firm is preferred. Additionally, the following skills and attributes are desired: ability to provide actionable advice to executive level management; strong presentation skills; strong writing skills; strong business development skills; strong collaboration skills; comfort working in a fast-paced, ever changing environment; creative problem solving ability to design and implement new processes; strong project management skills with a constant eye on detail; ability to travel between 25-50%. ***Location: SanMateo, CA*** **Contact: S. Brown, Fax: 508-935-4432 Email: idc_jobs@idc.com**

Sales Coordinator (IDGE)

IDG Entertainment is seeking a Sales Coordinator to join the growing sales team in our San Francisco office. This position will report directly to the National Advertising Director. As the Sales Coordinator you will be responsible for supporting the sales team in planning, executing and monitoring advertising programs across IDG Entertainment's print and online properties. Responsibilities include assisting sales team with proposals / RFP's, the creation of client proposals, presentations, and media plans, managing Solbright, Mediavisor and Atlas entries, creating internal orders and insertion orders, communicating ad specifications and creative lead times to advertisers/agencies, collecting creative from clients, verifying specifications and following defined creative/traffic process, and providing clients/sales with any necessary campaign reporting. Submit your resume to salesjobs@gamepro.com. Please reference "Sales Coordinator" in the subject line when applying to this position. ***Location: San Francisco, CA***
Contact: salesjobs@gamepro.com, Email: salesjobs@gamepro.com

Online Account Manager (IFW)

InfoWorld has an exciting opportunity for a highly-motivated Inside Sales professional to sell online advertising. The West Coast Online Account Manager will be one of three sales people on the west coast with territory covering California, the Pacific Northwest and Colorado. The Account Manager will be responsible for their own goal so they must be highly motivated to break new business and bring in revenue as well as service and maintain existing accounts. Responsibilities include prospecting and cold calling. The ideal candidate will have 2-4 years of successful inside sales experience in solution selling and posses strong consultative and communication skills. High-tech media sales experience is a plus. Local travel within the Bay Area may be required. ***Location: San Francisco, CA***
Contact: Job Opportunities, Email: jobopps@idg.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Sales Associate (PCW)
PC World seeks a highly independent Sales Associate to provide top-notch support to Integrated Senior Account Directors for PC World.com and PC World magazine. The ideal candidate is a self-starter who can learn and adapt quickly in a fast-paced, deadline-oriented environment. Ideally, this candidate will have a strong online and print advertising background. Exposure to online ad serving technologies, campaign reporting and @plan / NetRatings is ideal. A basic understanding of the print issue close process is also desirable. Key responsibilities include managing sales projects, developing presentations, coordinating travel arrangements and providing general administrative and office support. S/he will also support print and online sales efforts by providing outstanding customer service to clients, maintaining sales/client files and databases, revenue tracking for forecasting, conducting analyses on competition, and facilitating ad production. The position also entails working closely with our Research Director to request, interpret and present meaningful data in response to client RFPs. This position requires top-notch organizational, time management and oral/written communication skills, as well as familiarity with Microsoft Office and Lotus Notes systems. Candidates must demonstrate a high degree of professionalism and an eye for detail. A minimum of 2 years administration experience preferred. ***Location: Framingham, MA*** **Contact: PCW Jobs, Email: jobopps@pcworld.com**

Business Applications Manager (WEC)
IDG World Expo is seeking Business Applications Manager to support and manage its CRM and website technology to full potential. This will include Crystal reporting writing, data mining, end-user training, leading and managing projects to deliver custom solutions for sales and marketing to improve customer service and operational efficiency. This involves collaboration with functional managers, end-users, and other stakeholders to integrate CRM and data mining applications with existing systems. This position will provide both classroom style end-user training and one-on-one coaching. This position requires 5 years CRM experience, preferably SalesLogix and experience with SQL-based reporting tools, business analytic tools, testing, project management and documentation skills. Excellent communication skills are required. Technologies in use include SalesLogix, Cognos, Drupel, SQL server database.
Location: Framingham, MA **Contact: S. Scogland, Fax: 508-988-7972 Email: hrsd_recruiter@idg.com**

IDG

Current Jobs, Week of July 23, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	IS	IT Systems Administrator	Framingham MA	Julie Lynch	jlynch@computerworld.com	508-820-8162
	Mktg	Marketing Manager	Framingham MA	Julie Lynch	jlynch@computerworld.com	508-820-8163
	Sales	Director of Business Development	Framingham MA, San Francisco (	Julie Lynch	jlynch@computerworld.com	508-820-8164
	Sales	Online Account Executive	Framingham MA, San Francisco (	Julie Lynch	jlynch@computerworld.com	508-820-8164
CXO Media						
	Edit	Web Writer	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Fin	Senior Accounting Specialist	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Gen	Program Manager	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Sales	Relationship Manager	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
Financial Insights						
	Sales	Sr. Account Executive	New York NY	Leah Barton	lbarton@idc.com	508-935-4336
Government Insights						
	Sales	Sr. Account Executive	Falls Church VA	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Consulting	Consulting Director, Financial Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Infrastructure Software Consulting	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	CS	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Marketing	Marketing Manager	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
	Marketing	Product Manager	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Director, Market Intelligence Advisory Service	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Director, Sales Enablement Services	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Program Manager, WW Tracker Program	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Merchandising and Demand Chain - Global Insights	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Retail Store, Channel and Consumer Strategies	Framingham MA, Irvine CA	Susan Brown	sbrown@idc.com	508-935-4100
	Research	Sr. Research Analyst, Application Development Software	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Application Outsourcing Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Business Voice Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Global Services Competitive Views and Strategies	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC- Canada						
	Research	Sr. Research Analyst, Canadian Security Market	Toronto Canada	Susan Brown	sbrown@idc.com	508-935-4099
IDG Communications						
	Admin	Part-time Office Associate	Irvine CA	Sara Scogland	sara_scogland_idg.com	508-935-4161
IDG Entertainment						
	Ad Coord	Ad Ops Coordinator	San Francisco CA		jobs@gamepro.com	415-978-3185
	Art/Design	Associate Web Producer	San Francisco CA	L.Hess	jobs@gamepro.com	415-978-3185
	Sales	Sales Coordinator	San Francisco CA	salesjobs	salesjobs@gampro.com	
	Tech	Web Developer	San Francisco CA	L.Hess	jobs@gamepro.com	415-978-3185
IDG List Services						
	Exec	VP/SVP, List Services	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-935-4791
InfoWorld						
	Edit	Senior Editor	Boston MA, San Francisco CA	Job Opportunities		
	Sales	Events Sales Manager	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Sales	Online Account Manager	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Test	Senior Analyst	San Francisco CA	Job Opportunities	jobopps@idg.com	
Network World						
	Edit	Sr. Writer	San Francisco CA	Eric Cormier	careers@nww.com	508-490-6454
	Online	Senior Designer & Information Architect	Southborough MA	Eric Cormier	careers@nww.com	508-490-6454
	Online	Web Designer	Southborough MA	Eric Cormier	careers@nww.com	508-490-6454
	Sales	Account Executive	San Francisco CA	Eric Cormier	careers@nww.com	508-490-6455
	Sales	Integrated Sales Manager	Paramus NJ	Eric Cormier	careers@nww.com	508-490-6454
	Sales	DEMO, National Account Manager	New York NY, San Francisco CA,	Eric Cormier	careers@nww.com	508-490-6454
PC World						
	Sales	East Coast Account Director	Framingham MA	Job Opportunities	jobopps@idg.com	
	Sales	Sales Associate	Framingham MA	PCW Jobs		
PC World/Macworld						
	Exec	CEO	San Francisco CA	Piper Sheer	piper_sheer@idg.com	508-935-4600
WEC						
	Conf	Conference Specialist	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	IS	Business Applications Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Mktg	Marketing Specialist	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Sales	Sponsorship Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary Service, Teamwork And Results.

Awards are presented twice a year. A maximum of three awards are given.

Who Can Be Nominated?
All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, CFO & treasurer; Jayne Enos, senior vice president, corporate taxes; and Alana Dros, director, Human Resources Services Division.

IDG Corporate Accounting
IDG Corporate Support Center
(Chairman's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG
IDG Corporate Tax
IDG Corporate Legal

IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services
(G&A, Licensing, IDG News Service,

Corporate Communications, IDG World
Update)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by August 13, 2007.
Please use form on reverse side.

IDG Corporate Boviard STAR AWARD Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the IDG World Update.

Employee Name:

Title:

Department:

1. How has this employee provided exceptional SERVICE to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered TEAMWORK?

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job RESULTS?

Nominated by:

Date:

Title:

ALL nominations must be submitted by Aug. 13, 2007. Send nominations to Kathy Toffoloni, IDG CSG, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4675.

IDC Human Resources Forum/New York
Sept. 17
Millenium Broadway Hotel
New York City
http://www.idc.com

IDC-Kahn Consulting Inc. Infomation Management Forum/East
Sept. 18
Millenium Broadway Hotel
New York City
http://www.idc.com

IDC Security Forum
Sept. 19
Millenium Broadway Hotel
New York City
http://www.idc.com

IDC Enterprise Data Center Forum
Sept. 20
Millenium Broadway Hotel
New York City
http://www.idc.com

InfoWorld Virtualization Executive Forum
Sept. 24-25
Roosevelt Hotel
New York City
http://www.infoworld.com/event/virtualization/20070924

DEMOfall '07
Sept. 24-26
Sheraton San Diego Hotel & Marina
San Diego
http://www.networkworld.com/events

Computerworld Business Intelligence Perspectives
Sept. 24-26
Las Vegas
http://http://www.biperspectives.com/

PC World/Macworld Global Product Support Center Meeting
Oct. 7-9
Westin Copley Place Hotel
Boston
Contact: Sandy Wong, sandy_wong@pcworld.com

Enterprise Global Product Support Center Meeting
Oct. 9-10
Westin Copley Place Hotel
Boston
Contact: Samantha Saunders, samantha_saunders@idg.com.au

IDG Entertainment

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technical creativity and their overall presentation to the judges. The panel of judges varied during the competition but included Jones; **Travis Moses**, an IDGE editorial assistant and Art Institute student; and Bill Roper, designer of Warcraft, Starcraft and Flagship Studio's Hellgate: London.

"The judges were looking for more than just artistic creativity and technical proficiency," said **Simon Tonner**, IDGE marketing director. "They selected finalists who also had strong personalities that would result in emotional interactions and compelling drama."

Auditioners were winnowed down to 14 finalists who competed in five daily challenges during the last week of June. Finalists were divided into seven teams of two, made up of a creative artist and a programmer or coder. After each challenge, the teams were asked to design and code a gaming level or feature from scratch based on the challenge in four to six hours using XNA, a game development platform from Microsoft.

> *"Some people broke down in tears after they were eliminated."*
>
> *— Simon Tonner, discussing the daily elimination of teams from the competition*

After presenting their work to their judges, one team was eliminated after each day's challenge, based on how polished their design and programming were. "Some people broke down in tears after they were eliminated," Tonner said.

One challenge involved a water gun fight in Golden Gate Park, after which contestants were asked to design a gaming weapon with two imaginative shooting functions (say, a laser and one that turned an opponent into a black hole). For another challenge, they visited Crissy Field, which offers a stunning view of the Golden Gate Bridge, and were required to build a game based on that setting. On the final day of competition the two remaining teams went to San Rafael, Calif.-based Telltale Games (where the winning team will receive interviews for development jobs) and had to use Telltale characters in a game scenario — and, throwing a monkey wrench in the works, incorporate a corn dog in the scene.

The challenges and presentations were filmed by a freelance video team. After the series has been edited, one five- to eight-minute episode will be posted on IDGE's network of nine sites each week for eight weeks beginning in mid-August.

The video series is sponsored by Intel. Microsoft partnered to help drive traffic to the video series from its XNA club site, and The Art Institute of California, San Francisco provided the lab where contestants developed their challenges. "We have a great relationship with the Institute," Jones said. "They have a curriculum specifically for game development and people who want to find a living in this business."

Tonner said he expects "America's Next Top Modder" to drive significant traffic to IDGE's network of sites, which currently see nine million unique visitors per month. The Bay Area NBC television affiliate is scheduled to air a behind-the-scenes segment on the series on the day it launches online. IDGE is currently exploring options for a second video series.

For more information go to http://www.gamepro.com/topmodder/ or contact Simon Tonner at stonner@idg-entertainment.com.

One on one

continued from page 3

any other city in region, the connection and convergence between Eastern and Western Europe, and we felt that it was now time to clearly mark the importance of the social, geographical and political convergence currently happening in Europe, and what better way to mark this than by moving our annual pan-European flagship event to Berlin? Part of the decision is of course also based on the fact that Germany is the largest IT market in Europe.

The technological convergence is clearly reflected in the change of the forum name, so, fully aligned with market trends, we decided to expand our coverage from IT to ICT (information and communications technology) considering that we now rarely discuss IT and communications in isolation.

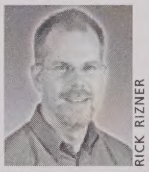
We are looking forward to an outstanding event in Berlin on Sept. 10 and 11, with record high attendance of senior ICT and business executives from the largest organizations across Eastern and Western Europe and with the largest gathering of IDC's thought leaders and other distinguished guest speakers such as Filippo Passerini, CIO of Procter & Gamble; Don Tapscott, chief executive, New Paradigm; Andrew McAfee, associate professor, Harvard University; and many others debating highly relevant topics such as Enterprise 2.0, convergence, green IT, and so forth.

noteworthy people

Promotions

Bonarrigo

A 22-year IDG veteran, Macworld Eastern Advertising Director **Paul Bonarrigo** has been promoted to associate publisher and will manage strategic online projects and focus on developing and executing interactive campaigns. "Paul has been a true champion of the Macworld brand, and I am confident that he will continue to do a terrific job leading the online sales efforts," said Macworld Publisher **Paul Zampitella**. "He has built exceptionally strong relationships with clients, which has been essential to Macworld's success." *pbonarrigo@macworld.com*



RICK RIZNER

Albro

PC World Executive Editor **Ed Albro** is now editor of the San Francisco-based publication. "In response to PC World's never-ending need for as much brainpower as we can muster, Ed and PCWorld.com Editor **Bud McLeod** will be co-editors for all of PCW in both our Web and print incarnations, divvying up overall responsibility for different aspects of editorial and working together very closely," said PCW VP/Editor-in-chief **Harry McCracken**. "Ed will now spearhead online features and how-tos, much as he's done so superbly for their equivalents in print, and I've also asked him to figure out how we can take video on the site to the next level. He'll also continue with such current responsibilities as providing high-level oversight for the daily team and being part of the cover team for print." *ed_albro@pcworld.com*

IDG WORLD UPDATE

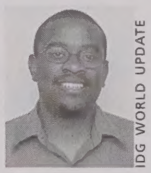
Throckmorton

IDG Entertainment Online Sales Director **Emily-Jane Throckmorton** is now national advertising director. "Since joining the company two and a half years ago, Emily has consistently proven herself to be key to the success of our advertising sales team," said **Bob Huseby**, VP, sales. "In addition to being a standout salesperson herself, Emily has become an outstanding sales manager, as witnessed by the continued success of the sales teams under her direction. "In her new role, Emily will manage all advertising sales activities nationally for GamePro and Code Vault magazines, GamePro.com, Games.net and the rest of the IDG Entertainment Online Network." *ethrockmorton@idg-entertainment.com*

New employees

Benjamin Woo joins IDC Framingham as research VP, Enterprise Storage Systems. He was previously the VP of sales and marketing for national systems integrator ASI System Integration, Inc. He holds a B.A. in commerce with a specialty in accounting, banking and finance from the University of New South Wales. Away from his desk he enjoys classical music (he plays the piano and violin), rugby, skiing and computers ("Our home is run by a multitude of servers and other computer controllers," he said. "At last count, we had more than 20 computers in the house in varying degrees of construction, performance and useability.") *bwoo@idc.com*

Vanessa Boris joins the CW/CXO Media team as multimedia producer. She previously ran her own business, VBEditorial, which was devoted to producing and editing multimedia and television programs for distribution on PBS, the Discovery Channel, the History Channel and ABC News, as well as for various internal Web networks. She holds a B.A. in anthropology and sociology from Pennsylvania's Bryn Mawr College and an M.A. from Harvard University's Graduate School of Education. In her free time she enjoys yoga, gardening, hiking and cross-country skiing. *vanessa_boris@cwcxo.com*



IDG WORLD UPDATE

Counts

Previously a Web application developer with the Kenwood Group, **Justin Counts** joins PC World as an application developer. He studied computer science at the University of Southern California and enjoys softball and poker. *justin_counts@pcworld.com*

IDG WORLD UPDATE

Anane-Sefah

InfoWorld has hired **John Anane-Sefah** as a Web graphic designer. He was previously a database administrator and graphic designer with Plan of Action for Challenging Times Youth Educational Services. A graduate of Yale University in New Haven, Conn., he holds a B.A. in anthropology and a certificate in graphic and Web design. In his free time he enjoys cycling, snowboarding, travel and cooking and produces a line of t-shirts for Griot Life. *john_anane-sefah@infoworld.com*

Alex Chan joins IDC Malaysia's Peripherals group as an associate market analyst. Prior to IDC, he worked with Manx Multimedia Centre (U.K.), TNS Global in Manchester, U.K., while studying and participated in a short-term market research for KBH Capital Sdn Bhd in Penang, Malaysia, on a logistical analysis on bio-fuel. His last job was a business development role with a graphic design company. He holds a B.S. in business studies and marketing management and enjoys all sorts of outdoor activites, from camping trips to paintball events, as well as current affairs, music, movies, tennis, badminton and swimming. *achan@idc.com*

Moeller

IDG Denmark's new event and conference manager is **Maibritt Moeller**; she was previously a marketing manager with Hasselblad A/S and studied media economics at Denmark's Interactive Media and Marketing Academy. She enjoys boat racing, marathon running and race cycling. *m.moller@idg.dk*

IDC Vietnam has hired **Tien Pham** as a market analyst with Personal Systems group. He holds a B.A. in English as a second language (ESL) from Vietnam's Can Tho University and was previously on the faculty of the School of Education, coordinating post-graduate ESL programs. *tpham@idc.com*

IDC Malaysia has hired **Melissa Seah** as a software market analyst. She previously spent more than six years at MIMOS Berhad, a national applied research and development organization in Malaysia. She was a software researcher for frontier technologies in information management and then an analyst in the Wireless Broadband Lab. She holds a B.S. in computer and business studies from the University of Warwick in the U.K. Her hobbies include traveling, reading and baking. *melissaseah@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

37

Bengt Marnfeldt *IDG Sweden*

24

Georg Sing *IDG Germany*

21

Wally Clegg *PC World*

19

Esther van Dijk *IDC Benelux*

18

Gabi Lange *IDG Germany*

17

Carin Stahl *IDG Sweden*

16

Kenneth Bäckström *IDG Sweden*
Keith Henry *IDC U.K.*
Tiziana Parma *Nuov@Periodici Italia*

15

Ola Fors *IDG Sweden*

14

Quan Zhou *IDG Asia*
Frank Froma *IDG Netherlands*

13

Anders Sjölander *IDG Sweden*
Lizah Aman *IDC Malaysia*

12

Lorraine Rivell *IDG*
Mary Cook *ITWorld Canada*
Franz Koivunen *IDG Sweden*
Hideki Kojima *IDG Japan*
Christian Jahr *IDG Germany*
Mette Ahorlu *IDC U.K.*

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Morris Effron *IDG Int'l Publishing Svcs.*
Rumi Nakano *IDC Japan*
Kitty Fok *IDC Hong Kong*
Achim Schaefers *IDG Germany*

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Bjørn Hemmingsen *DG Denmark*
Agata Mysluk *IDG Poland*
Anne Kittel *IDG Switzerland*
Ron Glaz *IDC*
Andreas Perband *IDG Germany*
Joerg Spormann *IDG Germany*
Kate Coldwell *PC World*

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Barbara Duphily *IDG*
Catrine Haglund *IDG Sweden*
Anders Engström *IDG Sweden*
Fredrik Claesson *IDG Sweden*
Marta Powierza *IDG Poland*
Stéphane Krawczyk *IDC France*
Mike Hartmann *IDG Germany*
Isa Korn *IDC U.K.*

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Greg Enright *ITWorld Canada*
Maud Gobron *IDG France*
Olivier Thorin *IDG France*
Milly Ziang *IDC China*
Ivy Lok *IDC Hong Kong*
Pawel Dudzinski *IDG Poland*
Tomoaki Sato *IDG Japan*
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Amy Maldonado *IDC*
Anna Toncheva *IDC*
Jessica Goepfert *IDC*
Aislinn Connolly *IDG Australia*
Susan Voelkel *Mac Publishing*

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Tim van Amerongen *IDG Netherlands*
Jeanine Menes *IDG Netherlands*
Daphne Chung *IDC Singapore*
Joanna Kosik *IDG Poland*
Katy Young *IDC U.K.*

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Verity Homewood *IDG Global Solutions EMEA*
Edwin Feldmann *IDG Netherlands*
Edgar Fierro *IDC Mexico*
Kai Schmidt *IDG Germany*
Sabine Schickel *IDG Germany*
Karin Hecker *IDG Germany*
Dirk Steiger *IDG Germany*
Jason Snyder *InfoWorld*

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Nancy Gershlak *IDC*

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Tomoko Nakatsukas *IDC Japan*
Ikuo Takafuji *IDC Japan*
Omar Carlos *IDC Philippines*
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Caio Terreran *IDG Brazil*
James Pettler *IDC*
Sara Knapik *IDC*
Susan Lyon *IDC*
Liz Tay *IDG Australia*
Tarun Bhasin *IDC Canada*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

InfoWorld honors outstanding contributors with Spotlight Awards

IDG WORLD UPDATE

InfoWorld's semi-annual Spotlight Awards are designed to recognize employees who go above and beyond their regular job responsibilities to produce — through hard work, inspiration, leadership or tenacity — work that makes a significant positive contribution to the company. Three IW employees took home the award this month (L-R): ***Ralitza Stoeva,*** *multimedia producer;* ***Ted Samson****, senior editor; and* ***Chris Lin****, technology architect. For more information contact VP, Human Resources* ***Kate Coldwell*** *at kate_coldwell@pcworld.com. To read more about the winner's accomplishments, see this feature on World Update Online at www.idgcentral.com.*

Question of the Week for July 9

What's your vacation priority?

Time with family and friends	**29**
Sightseeing	**4**
Adventure	**3**
Outdoor activities	**2**
Luxurious accommodations	**2**
Pampering at a spa	**1**
What vacation??	**3**

Log on to http://www.idgcentral.com to vote on this week's question: **Will you be reading "Harry Potter and the Deathly Hallows"?**

celebrating 10!

Name
Frank Coelho

Home
North Attleboro, Mass.

Joined IDG
January 1996 as Office Manager at Network World

Career path since joining IDG
Office Manager, Business Services Manager, Client Services Manager

Current title
Client Services Manager. I like to think of myself as the "VP of Lead Cleaning" because it enhances my self worth — leadership with a single purpose. However, I also plan and implement media campaigns for online programs.

Most challenging part of your job
It's dealing with a host of personalities (customers, sales, contract vendors and creative support). I've been doing this for a few years, and I still find it amazing how differently people think about the same project. My job is to keep everyone on track.

What's kept you at IDG for 10 years?
Since starting at IDG I have gone through several life changes; starting a family, buying a home, etc. Working at Network World has always provided a stable environment while going through those changes. Management understands the value of the employee.

Interests outside the office
I love spending quality time with my wife Kendyl and my children Nick, 10, and Julia, 8. I also enjoy reading, writing, watching movies and following sports.

What's the most rewarding thing you've ever done?
As a literacy volunteer I was able to help people obtain their U.S. citizenship. I am a naturalized citizen, and it was a privilege to help others go through the same process.

Of what accomplishment at work are you most proud?
Building out Network World's Southboro, Mass., office.

What's currently in your CD player?
John Hiatt's Greatest Hits.

What book is on your bedside table?
"So Long, See You Tomorrow" by William Maxwell.

Five people—living or dead—you'd invite to dinner?
It would be an eclectic group: Solomon, Roberto Clemente, Harry Truman, E.B. White and Tom, my father-in-law. Tom would give all the others a run for their money, except maybe Solomon because that would be quite the run.

Network World's ***Frank Coelho*** *(left) was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating his 10 years of service to the company.*

As a child, what did you want to be when you grew up?
A good father.

What others can't tell just by looking at me
I hide my age pretty well.

If you won the lottery tomorrow, you would
Quit. I admire the company but if the Benjamins were coming in faster than the leads I would be happy to groom another VP and dedicate myself to family and volunteer work.

If I could do one thing over
I would have been a better student both in school and on the street. Learning is perpetual, but it's different when the mind is less cluttered by experience and responsibility.

Manager's profile
"In one of my first meetings with Frank he said to me, I am a solid, A+ employee who works hard for Network World and my clients, just ask any of my accounts and peers . . . he was on the money! Frank's can-do attitude and never-take-no-for-an-answer approach to ensure his client campaigns succeed are top priority for him. This is in addition to Frank's attention to detail, willingness to help his colleagues and lend a hand whenever necessary. He is a true team player for Network World."

— Susan Cardoza, Network World VP, online sales/operations

and finally.

The editors of *IDG World Update* would like to thank everyone who checked their contact information in the IDG Directory and sent corrections as part of our recent effort to ensure the accuracy of this important company-wide resource. If you have not yet checked to make sure that your name appears in the directory and that all the information is correct, please do so and be sure to send any changes to idgdirectory@idg.com.

The directory is accessible on IDG Central at www.idgcentral.com. To request a login, use the link on the home page.

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

iPhone "abuse" attracts record traffic to PC World site

Editor tests durability of new phone in wildly popular three-minute video

Inside this issue

Pat McGovern attends Vietnam expo, visits Cambodia *page 2*

Bio Fuels World event debuts in Japan *page 2*

One on one: IDG Communications; Executive VP/Online Colin Crawford *page 3*

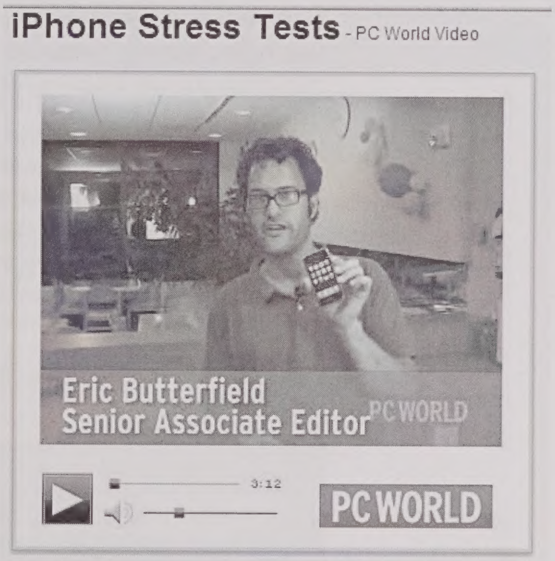
PCWorld.com introduces Recommend feature *page 4*

IDG's Leslie Baldi will walk in MS Socety fundraiser *page 7*

Computerworld's Sandy Weill wins caption contest *page 8*

Amid the plethora of iPhone-related videos available on YouTube and other Web sites since the launch of the much-anticipated phone, PC World editors found a way to make theirs stand out. The "iPhone Stress Tests" turned out to be PCWorld'com's most-viewed video ever.

PC World Media Specialist **Chris Manners** filmed Senior Associate Editor, Reviews, **Eric Butterfield** as he shook an iPhone in a plastic bag with two sets of keys to test its scratch resistance. (No scratches.) Then he rubbed the keys hard against the iPhone's front. (Still no scratches.) Then he tried to gouge it with a single key. "Surprisingly, considering the looks of my iPod screen, the iPhone still looked pristine," Butterfield said. Next, he dropped the iPhone numerous times, on carpet, linoleum floor, and then repeatedly on concrete, which finally put some small nicks in its metal edge. "But the screen still looked brand-new," he said.



The iPhone Stress Tests video garnered more than 450,000 hits in its first two weeks. No other PCW video has ever reached 100,000 views.

The three-minute video went live at http://www.pcworld.com/video/id,545-page,1-bid,0/video.html# early on Saturday, June 30, just hours after the iPhone went on sale. As of July

continued on page 5

InfoWorld develops video channels on YouTube, Yahoo!

In order to push its video content to a broader audience, InfoWorld recently began developing its own channels on YouTube and Yahoo! Video Search.

According to InfoWorld Director of Online Content **Allen Fear,** a custom video channel is a series of videos from one source or content provider. "You can set up a page that provides access to your videos and your branding," he said. To create its YouTube channel (http://www.youtube.com/profile?user=infoworldvideo), InfoWorld worked with IDG Communications Executive VP, Online **Colin Crawford** who initially brought the idea to InfoWorld. Fear said he expects other IDG business units will also be creating consumer and enterprise video channels on YouTube.

InfoWorld VIDEOS

InfoWorld began distributing videos through YouTube earlier this year and will launch new channel with advertising this month.

For the Yahoo! video channel InfoWorld provided Yahoo! information on its videos so the site can index them on its Video Search page (http://video.yahoo.com/videogroup?gid=1073763384&fr=yfp-t-501). "We post a thumbnail screen from the video and a description of its content," Fear said. "When users find an InfoWorld video on Yahoo! Video Search and click on it, it brings them directly to our site where they can watch the video."

Among the videos IW is posting on both sites are in-house-produced news, product announcements and interviews with IT leaders; videos from IW events, including speaker interviews and filmed panel discussions; InfoClips, IW's animated

continued on page 5

> *"YouTube and Yahoo! are huge distribution networks with huge audiences. You have to give people content where they want it, and it makes sense to associate yourself with brands like them."*
>
> — Allen Fear, director of online content

in brief newsworthy

McGovern attends Vietnam's largest expo; makes first visit to Cambodia

During his 15th visit to Vietnam last month, IDG Chairman **Pat McGovern** attended Vietnam Computer Electronics World Expo and Vietnam ICT Outlook, two co-located events in Ho Chi Minh City.

Organized by IDG Vietnam & Indochina, the event is the country's largest international annual conference and exhibition, with more than 400 booths for local and global companies such as Canon, VPNT, Sony, Intel, Fujifilm Samsung, Toshiba and Hitachi. It drew more than 260,000 visitors to the exhibition and more than 400 attendees to the conference.

While in Vietnam, McGovern also met with Vice Prime Minister Nguyen Singh Hung and confirmed that IDG considers the country a priority market in its development strategy. IDG Ventures Vietnam, which has $100 million under management, announced two new investments with VEGA Software and Goldsun Focus Media during McGovern's visit.

Contact IDG Vietnam & Indochina PR Executive Tram Anh at anh_pham@idg.com.vn.

WU

TOÀN CẢNH CNTT-TT, ĐIỆN TỬ VIỆT NAM
COMPUTERELECTRONICS WORLD EXPO
LỄ KHAI MẠC
OPENING CEREMONY

*IDG Chairman **Pat McGovern** (second from left) participated in the opening ceremony along with the commercial counselor for the U.S. Embassy in Vietnam, Miguel Pardo de Zela (far right).*

*On July 9, IDG Chairman **Pat McGovern** opened his tour of the region with his first visit to Cambodia, where he met with First Deputy Prime Minister Sok An and other officials. IDG Vietnam & Indochina held the third annual Cambodia Digital & Electronics World Expo this past April.*

IDG Japan debuts Bio Fuels World 2007

More than 4,200 people flocked to the inaugural Bio Fuels conference and expo. Next year's event likely to triple in size.

Last month, IDG Japan organized the country's first international conference and exhibit focusing on biofuels. Bio Fuels World Conference and Expo 2007 attracted more than 4,200 visitors to the Pacifico Yokohama in Yokohama City, Kanagawa, July 11-13. Each of the seven keynote addresses was standing-room-only.

Bio Fuels World Conference & Expo

Dr. Shiro Saka, an internationally recognized authority on biofuel and a professor at Kyoto University's Graduate School of Energy Science, served as a chairman of the Bio Fuels World committee, which was responsible for creating the event's agenda. Along with leading researchers and scientists from Japanese industry, government and academic sectors, reputable experts and specialists from the U.S., Brazil, France, Germany, Sweden, Indonesia and the Philippines spoke at the conference. The exhibition hall featured manufacturing equipment and raw materials used in the creation of bio fuels.

Among the attendees was a group of ambassadors and diplomats from various African nations under the sponsorship of the United Nations Industrial Development Organization.

Bio Fuels World Conference and Expo 2008 is scheduled to be held July 9-11. Given the event's popularity, organizers are estimating a three-fold increase in attendees and exhibitors. For more information, contact **Abe Kanae** at wec05@idg.co.jp.

WU

Fast facts

US Internet Advertising Forecast 2007-2011

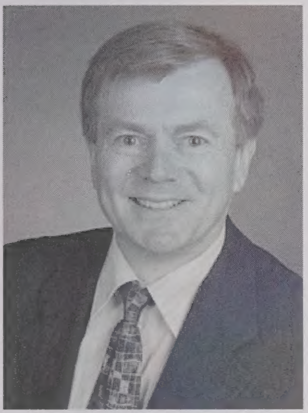
- Internet advertising will have a compound annual growth rate of 13.2% from $16.9 billion in 2006 to $31.4 billion in 2011. Online market share will increase from 5.9% to 8.9%.
- Rich media advertising will dramatically increase from a 7% marketshare in 2006 to 21% in 2007.
- Display advertising will lose share to rich media ads, declining from 22% in 2006 to 15% in 2011.
- IP mobile Internet ads will grow by a factor of 50 in 2011 ($1.1 billion) to take a 3.6% share.

Source: IDC

the interview

one on one

Colin Crawford
IDG Communications' executive VP, Online is this week's columnist. Reach him at colin_crawford@idg.com.



> *"It's vital for IDG's future as a content creation and distribution company to experiment with all aspects of this [mobile devices] emerging platform."*

Q We've been hearing a lot about the potential of mobile technology as a vehicle for distributing our content. Is this an area that IDG business units should be exploring and if so, why?

A The worldwide mobile phone market is massive — IDC estimates that in 2006 there were over one billion in shipments with the market expected to grow to 1.46 billion units by 2011 (a 7.5% CAGR). Today, the majority of mobile phones don't go far beyond basic voice and text communications functionality. Most of the mobile handsets sold are just not powerful enough to properly access and display mobile content, but with the growth of converged media devices (CMDs) that is rapidly changing.

CMDs will increase their share of sold mobile phones from 5% in 2006 to 34% in 2011 (IDC Worldwide Converged Mobile Device 2007-2011 Forecast and Analysis, May 2007), allowing more users to experience a standard Web browsing experience.

Until the launch of Apple's iPhone, searching the Web even on a "smart" mobile phone was similar to getting online via dial-up modem a decade ago — slow, tedious and not terribly useful. Despite some improvements in their display, Web pages on mobile devices are generally unreadable. With the iPhone, Apple has done a tremendous job showing just how cool is it to have a great mobile phone but also to enjoy Web access, audio and video storage and playback on your mobile device. The iPhone is a powerful converged consumer mobile device (a mobile phone that employs a high-level operating system) deploying a great user interface, offering users access to lots of online and, ultimately, downloadable content.

The accompanying media blitz around the iPhone launch has raised the awareness of the capabilities of mobile devices, and the implications for media companies such as IDG are significant. It's vital for IDG's future as a content creation and distribution company to experiment with all aspects of this emerging platform.

Q What are the obstacles at this point?

A From the business perspective, the obstacles include a relatively small installed base of users, very modest advertising budgets and limited metrics to measure ROI for marketers. From the user perspective, limited content optimized for mobile devices and poor user interface implementation are drawbacks. All this will change over the next few years.

Q Are we on the cusp of seeing this technology take off?

A The launch of Apple's iPhone and the resulting intense competition will provide the tipping point for the distribution of all forms of digital content on mobile devices. With the power of a computer in the palm of their hand, users now have full access to Web content — text, audio, images and video.

The mobile phone is ubiquitous and essential for modern communication; no one leaves home without one — it's personal and uniquely defines each individual. For content companies and their marketing partners it's a Holy Grail.

Q What is the relative adoption of mobile technology in various parts of the world? Where do you see it taking off first?

A Asia/Pacific leads, followed by Europe and then the U.S. While the U.S. is starting to catch up, our colleagues around the world are well ahead. Streaming video content on mobile devices is already a way of life in many countries.

Q What kind of content do you see IDG business units providing via mobile devices? How, if at all, will it differ from what we have traditionally provided?

A M:Metrics (http://www.mmetrics.com) is a great site for research on the mobile market. According to their recent study, browsing News and Information is the third most popular category after sending text and photographs. Content has to be designed to be displayed on the mobile screen — focus on headlines and succinct paragraphs. I'm really impressed with some of the experimentation coming out of the New York Times — see http://mobile.nytimes.com/, http://nytimesriver.com/. If you have an iPhone, check out http://iphone.macworld.com. Texterity (http://iphone.texterity.com/magazines/) is experimenting with magazines on the iPhone.

I recommend constant engagement with our users and experimentation to better understand what content is desired. It's much too early to identify what will be successful.

Q What are the advertising opportunities? What do we know at this point about both vendor willingness and user tolerance for ads on mobile devices?

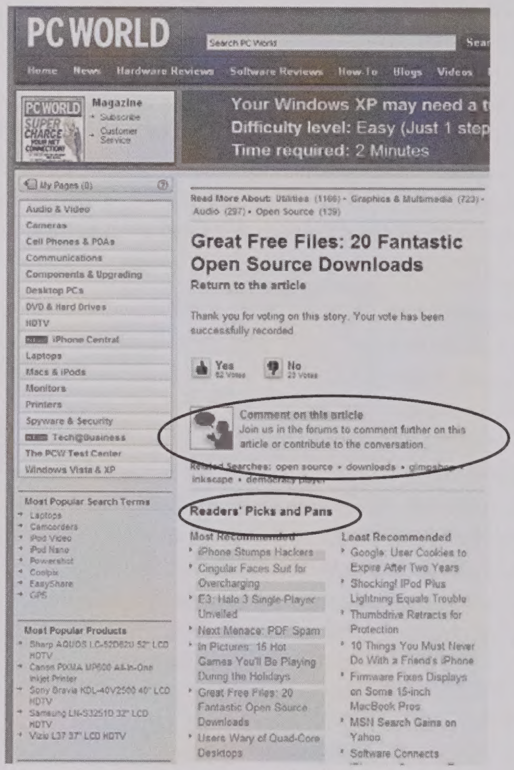
continued on page 5

PCWorld.com lets readers recommend (or not) site content

Feature garnered almost 45,000 votes in its first month

Roman emperors gave a thumbs up or thumbs down to the gladiators they liked or did not like. Readers of PCWorld.com stories can do the same with the site's new Recommend feature.

At the top and bottom of every article, column, review and slideshow on the site there is a set of thumbs-up and thumbs-down buttons. Next to them is the text 'Recommend this Story?' and readers vote yes or no by clicking on one or the other (readers do not have to be registered or logged in to the site). Once they've voted, they are taken to a page that thanks them, shows them an updated voting count for that article and provides a link back to the article or to comments for the article, as well as a Picks and Pans list of the current most and least recommended stories.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Laptops
Macs & iPods
Monitors
Printers
Spyware & Security
Tech@Business
The PCW Test Center
Windows Vista & XP
Most Popular Search Terms
Laptops
Camcorders
iPod Video
iPod Nano
Powershot
Coolpix
EasyShare
GPS
Most Popular Products
Sharp AQUOS LC-52D62U 52" LCD HDTV
Canon PIXMA MP600 All-In-One Inkjet Printer
Sony Bravia KDL-40V2500 40" LCD HDTV
Samsung LN-S3251D 32" LCD HDTV
Vizio L37 37" LCD HDTV
Yes
No

Your Windows XP may need a t
Difficulty level: Easy (Just 1 step
Time required: 2 Minutes

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Readers' Picks and Pans

Most Recommended	Least Recommended
iPhone Stumps Hackers	Google: User Cookies to Expire After Two Years
Cingular Faces Suit for Overcharging	Shocking! iPod Plus Lightning Equals Trouble
E3: Halo 3 Single-Player Unveiled	Thumbdrive Retracts for Protection
Next Menace: PDF Spam	10 Things You Must Never Do With a Friend's iPhone
In Pictures: 15 Hot Games You'll Be Playing During the Holidays	Firmware Fixes Displays on Some 15-inch MacBook Pros
Great Free Files: 20 Fantastic Open Source Downloads	MSN Search Gains on Yahoo
Users Wary of Quad-Core Desktops	Software Connects

After readers give a piece of content a thumbs up or thumbs down, votes are tallied in a continuously updated Pics and Pans list.

> *"For readers who recommend items, it helps them feel like they have a voice in telling us what they like or don't like. For readers who are looking for items to read, it helps them know what their peers think are good articles and those to avoid. We also learn a great deal about what our readers like and don't like."*
>
> *— Kellie Parker, PC World/ Mac Publishng online community manager*

Launched June 1, the feature saw 44,937 votes cast in its first month. At the end of the month, an average of 2,000 votes per day were being cast.

PC World/Mac Publishing Online Community Manager **Kellie Parker** said the feature is mostly for the readers, but the site editors benefit from it as well. "For readers who recommend items, it helps them feel like they have a voice in telling us what they like or don't like," Parker said. "For readers who are looking for items to read, it helps them know what their peers think are good articles and those to avoid. We also learn a great deal about what our readers like and don't like."

Parker said the Picks and Pans list will soon be displayed in other places around the site to generate more traffic and votes. "I also bring the list of top five most and least recommended stories to our daily news meeting where we decide what will be promoted on the home page the next day."

Reader comments are also important but very different, she noted. "To leave a comment in response to an article, a reader must register with the site and be logged in," she said. "We get a lot more votes than comments because of this, and that's okay. I think it's important to have an easy method to tell us what you think." Reader comments are often used in the new PCW Forum section (formerly the Letters section) of the print magazine.

According to Parker, the PC World editors take reader recommendations into account when looking at what types of content and subjects to cover. "Usually, but not always, the recommendations correspond to what's hot in the news and what our page views tell us is the most popular," she said.

Parker said she wanted a 'Don't recommend' option for a several reasons. "First, I think it's disingenuous not to have it. It gives the impression that we assume that everyone loves our stuff or at least doesn't hate it. Or that we don't want to hear that people don't like our stories. None of that is true." She said the editors and writers know that not every story is a hit with all readers, and some stories won't be liked by lots of people. By seeking both praise and criticism, the staff learns how to improve to serve its readers better.

She added that, given the general democracy of current social networking and community sites, she felt that PCWorld.com users would expect to be able to vote either way. "To not allow the 'Don't recommend' vote would not be keeping with modern Web standards."

Nonetheless, Parker said, "We find that a lot more people like our stuff than dislike it. For example, a really popular item recently was our 'Strange Sights in Google Earth' slideshow. It had 787 'Recommend' votes, and 94 'Don't recommend' votes." (The current least-recommended story is about iPods and lightning, with 22 'Recommend' votes and 37 'Don't recommend' votes.) "When people like a story, they really, really like it," Parker said. "When they don't, it's not with as much intensity."

Contact Kellie Parker at kellie_parker@pcworld.com.

August 6, 2007

Customer Intelligence Analyst (CSG)

The Technology Services Group is seeking a data analyst on the Customer Intelligence (CI) team to support Audience Marketing efforts and strategies within several IDG Business Units. The analyst will be a first point of contact for internal customers, needing assistance with List Selection strategy and Campaign execution, as well as technical assistance with the CI Application. The analyst will also be responsible for querying the database for reporting, maintenance and planning purposes, as well as writing queries and data import/exports. Additionally, this position will be responsible for the Postmaster role for several IDG Business Units Marketing Email servers, monitoring deliverability, working with ISPs to build relationships and resolve issues. The ideal candidate will be a self starter, with knowledge of customer service and interaction, business needs analysis and understanding, and database structure. This individual will have the ability to work alone, manage multiple projects and have excellent time management and people skills. A Bachelor's degree is preferred, along with some programming experience (SQL desirable), and at least two years of professional experience in a research or high technology environment. Knowledge of Email Marketing and/or Deliverability is desirable. ***Location: Framingham, MA*** **Contact: B. Ramistella, Fax: 508-988-7972 Email: hrsd_recruiter@idg.com**

Systems Administrator (CSG)

IDG is seeking a high energy, self-motivated Systems Administrator to join the Technology Services Group. The ideal candidate will be capable at troubleshooting and tuning system parameters and recommending hardware changes to achieve optimal system performance and reliability. This person should possess effective problem solving skills with the ability to multitask as well as the desire to work in a fast-paced challenging environment within a collaborative dynamic team. The ideal candidate will have 3-5 years of direct experience in the implementation and support of Windows 2000/XP workstation, Windows NT/2000/2003 Server, Active Directory, AD Design and Group Policy administration. Project management skills are required along with strong written and oral communication skills. Must also have excellent customer support skills. Knowledge of Perl or Windows scripting, Citrix, Network storage and, Vmware ESX server a plus. ***Location: Framingham, MA*** **Contact: B. Ramistella, Fax: 508-988-7972 Email: hrsd_recruiter@idg.com**

Business Development Specialist (CWI)

Computerworld has several positions available for experienced, team-oriented Business Development Specialists within its Strategic Programs & Events (SP&E) group. Our Business Development Specialists work closely with the sales director and in collaboration with field-based integrated sales professionals to prospect new business and sales goal sponsorship sales. Key responsibilities in addition to achieving sponsorship sales goals include creation, maintenance, and appropriate usage of prospect lists, daily calls into target companies, regular communication with sales management, and forecasting to support the selling/closing processes. Additional responsibilities will include proposal preparation and interaction with industry associations and influencers as well Computerworld integrated teams to ensure integrated programs are in place. Post-sales responsibilities will feature a close-loop, customer ownership and service model ranging from contract and administrative support to onsite customer liaison, and internal communications with SP&E full-service teams in marketing, operations and content management. The ideal candidate will have 3+ years of sales or marketing experience, preferably in the event or hi-tech arena, a BS/BA or equivalent experience, strong attention to detail, strong communication skills and experience with SalesForce.com or equivalent experience with other web-based CRM tools. Applicants should possess a strong work ethic, good business judgment and a consultative selling style. A proven track record of selling/business development process participation is essential. Compensation package will include salary and on-plan incentive components.
Location: Framingham, MA San Francisco**, CA Contact: M. Scanlon, Fax: 508-879-3760**
Email: jobs@computerworld.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Senior Editor (CXO)

Reporting to our Editorial Director, the central mission for the Sr. Editor will be custom content idea development, client relations and editorial execution in a fast-paced, rapidly changing custom content environment of the Custom Solutions Group. The Sr. Editor will assign and edit custom content including but not limited to white papers, supplements, case studies, research reports and executive profiles and electronic media assets such as podcast and webcast scripts. In this capacity, the Sr. Editor also serves as a key contact for clients throughout the duration of a project. This individual will function as a leading team member in helping to develop the process and techniques to achieve CSG s content-creation goals. Candidates should have 10+ years of experience and be detail oriented, enthusiastic, reliable under pressure, and committed to exploring the extent of editorial opportunities in the Custom Content space. This position will oversee the editing function as well as the interface between the editorial and project management groups with clients on a project-by-project basis. This individual will also be called on to moderate client-related events such as roundtables, podcasts and webcasts. The Sr. Editor will represent CSG s editorial capabilities in select business development situations and at certain points in the sales cycle as needed. Some travel is required. ***Location: Framingham, MA*****, Contact: P. Chisholm, Fax: 508-875-4489 Email: cxojobs@cxo.com**

Online Regional Sales Manager (CXO)

CXO Media Inc. has an exciting opportunity for a dynamic, entrepreneurial sales professional to join our team as Online Regional Sales Manager. This position will be responsible for selling CIO.com and CSOonline.com, calling on advertising agencies and marketers to create new business opportunities while maintaining and expanding current client relationships. Specific responsibilities will include direct sales, forging new strategic alliances while maintaining and expanding client relationships with current customers, and developing effective sales presentations. Candidates must possess knowledge of the high tech market, extensive contacts in the broad IT industry, experience working with agencies, excellent communication skills, expertise in all critical sales management techniques and the ability to deliver marketing and sales strategies and product values to highly sophisticated clients. This individual must be a dynamic, self-starting team player who excels in a fast paced, competitive sales environment. Candidates should have 4+ years of online media sales experience with strong presentation and closing skills. Travel is required.

Location: Framingham, MA**, Contact: P. Chisholm, Fax: 508-875-4489 Email: cxojobs@cxo.com**

Product Marketing Specialist (IDC)

IDC s Worldwide Tracker products are the industry's leading research products for quarterly tracking of market share data. The team is seeking a dynamic, cross-disciplinary marketing professional, with demonstrated business and market development experience, to drive revenue for a diverse portfolio of Tracker products, including mobile phones, PC s, servers, storage and hardcopy peripherals. This position will work closely with IDC s Sales and Marketing teams, management, prospects/clients and analysts. S/he will identify customer needs, create proposals and manage client relationships and sales growth strategies. The ideal candidate will have 2-6 years of marketing experience, with prior business development and/or direct sales responsibilities. Experience with marketing and financial measurement (benchmarking, reporting and analysis) is needed. Candidates must have proven abilities in customer service and team/relationship building, negotiation, and managing multiple priorities. Strong communication skills, and attention to detail are key. Bachelor s degree required, IT industry experience preferred. This position will be based in IDC s Framingham, MA office and will require approximately 15-20% travel. ***Location: Framingham, MA***
Contact: K. McGillivray, Email: idc_jobs@idc.com

Go to http://careers.idg.com to view all current job opportunities at IDG

Sr. Research Analyst, Global BPO Services: Market Opportunities by Key Business Processes (IDC)

The Worldwide Services Research Group is looking for a qualified candidate to join its internationally recognized Outsourcing and Offshore Services research team. The individual in this role will provide support across a variety of BPO (business process outsourcing) services markets ranging from existing markets (e.g. HR, F&A, procurement, CRM) to emerging markets such as R&D/engineering services. The focus of this position will be in developing research that integrates the varying BPO markets into a set of overview products; providing market research, analysis, thought leadership and advisory services; and acting as a key contributor to IDC s overall BPO research team. Responsibilities: This individual will take the lead in developing and delivering IDC s Global BPO Services: Market Opportunities by Key Business Processes research practice, a role that not only involves developing and delivering research for this practice, but also requires coordinating and integrating research created by a "virtual" team of analysts from around all regions of the world. Key responsibilities include: following business and IT services companies that compete in the dynamic and evolving global BPO services market; coordinating research across a global team; developing and delivering original studies and research that provide an integrated view across BPO markets; engaging in client-centric business consulting; and acting as a client advisor. The role also requires taking lead responsibility for building the client base for this practice area through direct business development and sales. External clients include IT Services and BPO Services providers and leading technology providers. Qualifications: The successful candidate should be able to: Manage and deliver research projects as an independent individual contributor, demonstrate initiative and structure in independently exploring new topics, participate in and bring value to a larger team of business services analysts, demonstrate strong writing, public speaking and presentation skills, build relationships with key BPO market players and influencers, participate in business development/sales activities that lead to client acquisition, & balance multiple roles simultaneously. The ideal candidate should have 3-5+ years of professional experience, knowledge of BPO business practices, and familiarity with the dynamics generally affecting BPO issues. In addition, the successful candidate will be able to contribute to IDC research on the global sourcing strategies of IT and Business Process outsourcers and services providers. A Master s degree in a professional field such as business or international affairs is preferred. Excellent computer skills, including word processing, graphics and spreadsheet applications are needed. Initially, travel will be limited to 10-15%. ***Location: Framingham, MA*** **Contact: K. McGillivray, Email: idc_jobs@idc.com**

Public Relations Intern (IPS)

IDG has an exciting opportunity for a public relations intern in the company's Boston, MA office. The intern is primarily responsible for projects central to the department s PR program. The intern is responsible for developing and maintaining an editorial database (Microsoft Excel), media coverage binders and related duties as assigned. This internship will provide valuable experience in activities at the heart of corporate and agency public relations programs.

Applicants must have demonstrated experience with Microsoft Excel (workbooks and databases) and Microsoft Word. Experience with the Web and Lotus Notes is a plus. Professional demeanor and ability to work in corporate environment is also required. Interest in the communications field, especially public relations, is desired. The position requires a commitment of 24 hours per week. ***Location: Framingham, MA*** **Contact: J. Gardner, Fax: 508-988-7972 Email: hrsd_recruiter@idg.com**

DEMO, National Account Manager (NWW)

DEMO, a Network World company, is seeking a dynamic, self-starting sales professional with 5+ years of outside online media sales experience and 2+ year's event sales experience to handle a $1.0M national territory. This seasoned professional must have a proven track record in creating new business opportunities. Ideal candidate will be a highly effective communicator, proposal writer, and program manager with the ability to close a sale. Experience selling online media in the consumer space is a plus. This position requires the ability to sell to decision makers at companies and agencies in the following categories: Enterprise technology, consumer electronics, professional services and communications organizations. Travel is required. ***Location: Southborough MA, NY NY, SF CA***
Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com

Sales Associate (PCW)

PC World Communications is searching for a Sales Associate. The ideal candidate is a self-starter who can multitask, learn and adapt quickly in a fast-paced, deadline and detail-oriented environment. Ideally, this candidate will have a strong online and print advertising background. Exposure to online ad serving technologies, campaign reporting and @plan / NetRatings is ideal. A basic understanding of the print issue close process is also desirable. Key responsibilities include managing sales projects, developing presentations, coordinating travel arrangements and providing general administrative and office support. S/he will also support print and online sales efforts by providing outstanding customer service to clients, maintaining sales/client files and databases, revenue tracking for forecasting, conducting analyses on competition, and facilitating ad production. The position also entails working closely with the Marketing department on sales materials, permissions, and events, as well as providing general administrative and office support. This position requires top-notch organizational, time management and oral/written communication skills, as well as familiarity with Microsoft Office and Lotus Notes systems. Adobe Illustrator/Photoshop and proofreading skills are a plus. Candidates must demonstrate a high degree of professionalism and an eye for detail. A minimum of 2 years administration experience preferred. Send your cover letter, resume, and salary requirements to jobopps@pcworld.com. Please reference "PCW Sales Associate" in the subject line when applying to this position. ***Location: San Francisco, CA,*** **Email: jobopps@pcworld.com**

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Senior Editor (PCW)
PC World is looking for a senior editor to join its award-winning team. Candidates must have expert knowledge of PCs and related personal technology products and services, and be able to work rapidly and accurately under tight, Web-driven deadlines. Candidates should also have 4 or more years of Web or magazine editing experience; and 1 to 2 years experience managing other editors. We are looking for a candidate with strong story planning and development skills, and the ability to coach more junior editors in technical and writing skills. Experience blogging, managing email newsletters or creating video or audio reports is a plus. Please include cover letter and salary requirements, and reference PCW Sr. Editor in the subject line when applying. ***Location: San Francisco, CA,*** **Email: jobopps@pcworld.com**

Brand Manager, LinuxWorld (WEC)
IDG World Expo has an exciting opportunity for an event professional to help manage all aspects of IDG's LinuxWorld event brand. This position will report to the event General Manager. The Brand Manager in conjunction with the General Manager has responsibility for the branding and positioning of the event. The Brand Manager will follow trends in the industry, initiate, maintain and cultivate relationships with industry experts, track competitive events and differentiate brands, and represent the brand at external client meetings and at industry/competitive gatherings. This position will collaborate with the General Manager to develop event themes, new product categories, content emphasis, and messaging. The person in this role will also communicate and coordinate with all members of the event team, including sales, attendee marketing, operations, client services and PR. Additional responsibilities include finding, developing and negotiating major media and association relationships, creating deeper strategic relationships beyond list barter, including association relationships that help drive exhibitor sales or new products. This person will also be responsible for all marketing support of sales: exhibitor marketing, lead generation, package creation, pitch building, creation of custom packages. This demanding position requires a BS/BA, 5-7 years of product marketing experience, experience with events and a strong knowledge of the IT market. The ideal candidate will have a demonstrated record of brand building and message creation, exceptional creativity, relationship management skills, a devotion to deadlines, and excellent communication skills. Travel to events is required. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972 Email: hrsd_recruiter@idg.com

Brand Manager, Macworld (WEC)
IDG World Expo has an exciting opportunity for an event professional to help manage all aspects of IDG's Macworld event brand. This position will report to the event General Manager. The Brand Manager in conjunction with the General Manager has responsibility for the branding and positioning of the event. The Brand Manager will follow trends in the industry, initiate, maintain and cultivate relationships with industry experts, track competitive events and differentiate brands, and represent the brand at external client meetings and at industry/competitive gatherings. This position will collaborate with the General Manager to develop event themes, new product categories, content emphasis, and messaging. The person in this role will also communicate and coordinate with all members of the event team, including sales, attendee marketing, operations, client services and PR. Additional responsibilities include finding, developing and negotiating major media and association relationships, creating deeper strategic relationships beyond list barter, including association relationships that help drive exhibitor sales or new products. This person will also be responsible for all marketing support of sales: exhibitor marketing, lead generation, package creation, pitch building, creation of custom packages. This demanding position requires a BS/BA, 5-7 years of product marketing experience, experience with events and a strong knowledge of the IT market. The ideal candidate will have a demonstrated record of brand building and message creation, exceptional creativity, relationship management skills, a devotion to deadlines, and excellent communication skills. Travel to events is required. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972 Email: hrsd_recruiter@idg.com

Sales Manager (WEC)
IDG World Expo is seeking a talented Sales professional to join the Sales Team. Responsibilities include building long term, mutually profitable relationships with prospects and customers, booth/sponsorship sales and cultivating new account opportunities within fast-growing IT markets both on the phone and in person. Candidates must be innovative salespeople who think beyond exhibit space and can speak and negotiate with contacts at all levels from CEO to trade show managers. Candidates must become an expert within their given field and knowledgeable enough to find and cultivate common threads between their event and a prospects tradeshow needs. The ideal candidate will be someone who can build an annual and event specific sales plan that includes call plans, revenue goal setting and major customer and competitive event visits. Candidates should possess a minimum of 3 years experience in technology sales. Trade show and/or conference sales experience preferable. A proven track record of sales success required. The position is 85% over-the-phone inside sales; 15% face-to-face sales at competitive events as well as at client meetings.***Location: Framingham, MA*** **Contact: S. Scogland,**
Fax: 508-988-7972 Email: hrsd_recruiter@idg.com

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IDG

Current Jobs, Week of August 6, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Mktg	Marketing Manager	Framingham MA	Julie Lynch	julie_lynch@computerworld.com	508-820-8163
	Sales	Business Development Specialist	Framingham MA, San Francisco (	Mary Scanlon	mary_scanlon@computerword.com	508-628-4903
	Sales	Director of Business Development	Framingham MA, San Francisco (	Julie Lynch	julie_lynch@computerworld.com	508-820-8164
CXO Media						
	Cust Pub	Sr. Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Fin	Senior Accounting Specialist	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Gen	Program Manager	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Sales	Online Regional Sales Manager	San Francisco CA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Relationship Manager	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
Financial Insights						
	Sales	Sr. Account Executive	New York NY	Leah Barton	lbarton@idc.com	508-935-4336
Government Insights						
	Sales	Sr. Account Executive	Falls Church VA	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Consulting	Consulting Director, Financial Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	CS	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Marketing	Marketing Manager	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
	Marketing	Product Manager	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Marketing	Product Marketing Specialist	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Director, Market Intelligence Advisory Service	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Director, Sales Enablement Services	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Research	Program Manager, WW Tracker Program	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Director, Merchandising and Demand Chain - Global Insights	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Retail Store, Channel and Consumer Strategies	Framingham MA, Irvine CA	Susan Brown	sbrown@idc.com	508-935-4100
	Research	Sr. Research Analyst, Application Development Software	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Business Voice Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Global BPO Services: Market Opportunities by Key Business Processes	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Global Services Competitive Views and Strategies	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC- Canada						
	Research	Sr. Research Analyst, Canadian Security Market	Toronto Canada	Susan Brown	sbrown@idc.com	508-935-4099
IDG Communications						
	Admin	Part-time Office Associate	Irvine CA	Sara Scogland	sara_scogland_idg.com	508-935-4161
IDG Entertainment						
	Art/Design	Associate Web Producer	San Francisco CA	L.Hess	jobs@gamepro.com	415-978-3185
	Sales	Sales Coordinator	San Francisco CA	salesjobs	salesjobs@gampro.com	
	Tech	Web Developer	San Francisco CA	L.Hess	jobs@gamepro.com	415-978-3185
IDG Corporate Services Group						
	IS	Customer Intelligence Analyst	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
	IS	Systems Administrator	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
IDG List Services						
	Exec	VP/SVP, List Services	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-935-4791
InfoWorld						
	Edit	Senior Editor	Boston MA, San Francisco CA	Job Opportunities		
	Sales	Events Sales Manager	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Sales	Online Account Manager	San Francisco CA	Job Opportunities	jobopps@idg.com	
International Publishing Services						
	PR	PR Intern	Framingham MA	Jillian Gardner	jillian_gardner@idg.com	508-935-4041
Network World						
	Edit	Sr. Writer	San Francisco CA	Eric Cormier	careers@nww.com	508-490-6454
	Online	Senior Designer & Information Architect	Southborough MA	Eric Cormier	careers@nww.com	508-490-6454
	Online	Web Designer	Southborough MA	Eric Cormier	careers@nww.com	508-490-6454
	Sales	Integrated Sales Manager	Paramus NJ	Eric Cormier	careers@nww.com	508-490-6454
	Sales	DEMO, National Account Manager	New York NY, San Francisco CA,	Eric Cormier	careers@nww.com	508-490-6454
PC World						
	Edit	Sr. Editor	San Francisco CA	PCW Jobs		
	Sales	East Coast Account Director	Framingham MA	Job Opportunities	jobopps@idg.com	
	Sales	Sales Associate	San Francisco CA	PCW Jobs		
	Sales	Sales Associate	Framingham MA	PCW Jobs		
PC World/Macworld						
	Exec	CEO	San Francisco CA	Piper Sheer	piper_sheer@idg.com	508-935-4600
WEC						
	Conf	Conference Specialist	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Events	Brand Manager, LinuxWorld	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Events	Brand Manager, MacWorld	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Mktg	Marketing Specialist	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

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Coming up

Government Insights Conference 2007
Aug. 16-17
Duxton Hotel
Wellington
New Zealand
http://www.idcresearch.co.nz

DEMO China
Sept. 5-7
Tsinghua Science Park
International Convention Center
Beijing
http://www.demochina.com.cn

IT Roadmap: Dallas
Sept. 6
Adams Mark Hotel
Dallas
http://www.networkworld.com

European ICT Forum
Sept. 10-11
Maritim Hotel
Berlin
http://www.idc.com/events

The Security Standard
Sept. 10-11
Chicago
http://www.networkworld.com

Computerworld Infrastructure and Management World
Sept. 10-12
Scottsdale, AZ
http://www.imworldusa.com/

IDC Human Resources Forum/New York
Sept. 17
Millenium Broadway Hotel
New York City
http://www.idc.com

IDC-Kahn Consulting Inc. Infomation Management Forum/East
Sept. 18
Millenium Broadway Hotel
New York City
http://www.idc.com

IDC Security Forum
Sept. 19
Millenium Broadway Hotel
New York City
http://www.idc.com

IDC Enterprise Data Center Forum
Sept. 20
Millenium Broadway Hotel
New York City
http://www.idc.com

InfoWorld content channels

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explanations of technology topics; weekly features such as "The Week Ahead With Gina Smith," a broadcast news format program focusing on technology events in the coming week; and resyndicated videos from the IDG News Service and reviews videos from other IDG business units. "We're always on the lookout for compelling video," Fear said, "and the IDG News Service has provided us with some great content."

"Video is just getting off the ground on the Internet, and we're helping to distribute, and monetize, branded IDG content to a larger audience," Fear said. He said people can still view the videos on the InfoWorld site or any of the originating IDG sites, "but YouTube and Yahoo! are huge distribution networks with huge audiences. You have to give people content where they want it, and it makes sense to associate yourself with brands like them."

Fear said IW Multimedia Producer **Ralitza Stoeva** spearheaded the design and implementation of the two projects. "She has done a terrific job and deserves the bulk of the credit for driving this forward," he said.

For more information contact Allen Fear at allen_fear@infoworld.com.

iPhone stress tests

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13, it had received nearly 450,000 hits (and no complaints from Apple). Until now, no PCW video has reached 100,000 lifetime views.

"Looking on the Web and on YouTube, you'd think that every gadget lover or Apple-hater had done a video about the upcoming iPhone or the iPhone they'd just bought," Butterfield said. "But no one did a stress test like we did." Butterfield credited the PC World daily online news team and other members of the PCW editorial team who pitched in on brainstorming sessions and news planning to make sure the San Francisco-based publication thoroughly covered the highly anticipated product. "We had 11 people doing shifts, taking turns standing in line at five different Apple stores so we could get our hands on many iPhones as soon as possible. I had the easy job; all I had to do was show up and kick it around," he said.

Butterfield said PC World "definitely" had plans for future stress-test videos. "Reliability is a big issue with consumer electronics, and we will certainly want to test the ruggedness of other gadgets in the future."

For more information contact eric_butterfield@pcworld.com.

One on one

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A Content and marketing messages can be targeted to individuals in ways not previously possible. Content can be based on user profiles, user behavior, personal user selection, their location and time of day. Other than the few hours we manage to sleep each day, the mobile phone is always on — never far from our grasp. As the share of users who access the Internet from mobile devices grows from about 23% in 2006 to about 80% in 2011 (source: IDC's Internet Commerce Market Model version 11.1) mobile Internet advertising is poised for massive growth over the next few years.

Internet advertisements that are displayed on mobile devices in the U.S. will surge by a factor of 46 from $24 million in 2006 to $1,122.2 million in 2011, representing a CAGR of 116.3%. The share of mobile Internet advertising within the overall Internet advertising market will grow from 0.1% in 2006 to 3.6% in 2011.

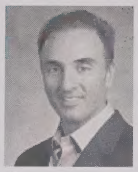
From a marketing perspective we should do everything we can to build permissions-based databases and gather information about user preferences and interests. We should be collecting mobile numbers and other mobile identifiers such Skype addresses and mobile operating system browser information in order to be able to target marketing and advertising. Mobile advertising is going to have to be subtle; user tolerance for intrusive advertising is likely to be extremely low. Mobile spam and security issues are inevitable, and we'll see new industries develop to protect users from these intrusions.

Q **Which IDG business units are having the most success in this area?**

A All of IDG's U.S. sites have "mobilized" their content through a partnership with mDog. Just go to the Internet browser on your smart phone and enter the URL of any IDG U.S. site. Microsoft is currently sponsoring this initiative (IDG World Update, May 28, 2007). The early indications show strong user adoption. We're also experimenting with mobile alerts for breaking news items with advertising support from AT&T (IDG World Update, June 11, 2007). As the smart phone capabilities increase, video content and associated advertising will become increasingly important. I'd very much like to hear about mobile success stories from around IDG — please e-mail me details!

noteworthy people

Promotions


Barreca

PCWorld.com Senior Account Manager **Mark Barreca** has been promoted to associate publisher/national director and will lead the online sales team. Associate Publisher/East **Kathy McKay** is now associate publisher/integrated sales and custom publishing; she will manage and coach four integrated account directors, oversee print including custom publishing, and manage integrated sales for the Midwest territory.

"Both Mark and Kathy are true champions of integrated sales," said **Michael Carroll**, senior VP/group publisher of PC World and Macworld. "They have demonstrated strong leadership skills in their respective positions, and I am confident that they will help grow and enhance PC World's advertising sales initiatives going forward by continuing to offer unique, integrated programs to our clients." *mark_barreca@pcworld.com* and *kathy_mckay@pcworld.com*

Price

PC Advisor Senior Sub Editor **David Price** has been promoted to production editor. "Since joining the company two-and-a-half years ago, David has taken a bigger role in the print production process while making an important, daily contribution to our Web site," said **Paul Trotter**, PC Advisor editor. "David's enthusiasm and work ethic will be vital as we continue to develop both parts of the PC Advisor brand." *david_price@idg.com*

New employees

IDC Philippines has hired **Ralph Mangaoang** as an associate market analyst with its Peripherals team. A recent graduate of the University of Philippines School of Economics in Diliman, he is interested in econometric modeling; his hobbies include watching reality TV shows, especially business-related ones. *rmangaoang@idc.com*

Huey

IDG WORLD UPDATE

Previously a corporate legal assistant with Therma Corp. **Jennifer Huey** joins PC World as a staff accountant. She earned a B.S. in accounting information systems from San Jose (Calif.) State University and enjoys reading, volleyball and badminton. *jennifer_huey@pcworld.com*

Ellis

IDC's Manufacturing Insights group has hired **Simon Ellis** as research program director for its Supply Chain practice. He was previously supply chain futurist for Unilever North America. "Simon complements our team extremely well," said **Bob Parker**, VP, research, at Manufacturing Insights. "His in-depth understanding of how an integrated intelligent supply chain increases quality and customer satisfaction as well as reduces overall cost will be of great interest to our manufacturing clients." Ellis holds a B.A. in neurobiology from Cornell University in Ithaca, N.Y., and an M.B.A. in finance from New York City's Columbia University. Away from the office he enjoys music and aquariums. *sellis@manufacturing-insights.com*

IDC China has hired **Sean Wang** as marketing manager. He was previously an account director with Bizcom Consulting and responsible for creating for executing e-marketing, public relations and event plans for such clients as IBM, Hewlett-Packard and Cisco Systems. He holds an M.S. in materials science from Beijing University of Science and Technology with a minor in computer science. In his free time he enjoys music, reading and travel and is a master in taiji. *seanwang@idc.com*

Malouf

IDG WORLD UPDATE

Previously manager of customer accounts at M4Internet, **Donald Malouf** joins PC World as e-mail marketing manager. He holds a B.A. in psychology from the University of Oregon/Eugene, enjoys playing guitar and golf and recently had a second son. *donald_malouf@pcworld.com*

CXO Media has hired **Amy Small** as an accounting specialist; she was previously a senior dispite resolution specialist with Staples. She attended Worcester (Mass.) State College and enjoys books, movies and spending time with family and friends. *amy_small@computerworld.com*

Billingsley

IDG WORLD UPDATE

PC World has hired **Alisha Billingsley** as a business development coordinator. She was previously a sales and business development coordinator with the Arlen Group and holds a B.S. in business administration and marketing with a minor in international business from the University of California/Chico. She enjoys attending San Francisco sports events, art, musicals and reading. *alisha_billingsley@pcworld.com*

John DiCostanza joins IDG Entertainment's New York sales office as an account manager, coming from World Wrestling Entertainment, Inc. where he was an account executive. He earned a B.S. in communications arts from St. John's University in Queens, N.Y., and enjoys working out, music and shopping. *jdicostanza@idg-entertainment.com*

Returning employees

Lum-Duenas

IDG WORLD UPDATE

Scott Lum-Duenas returns to IDG as a PC World staff accountant. He has previously worked at PC World, IDG Communications and The Industry Standard and spent the last three years at Kaiser Permanente as an executive assistant. A novice cook but accomplished classical pianist, he also enjoys Asian arts and is the proud owner of a shih tzu dog named Mu Shu. *scott_lum-dumas@pcworld.com*

Et cetera

Rao

IDC Italy's **Daniela Rao** has been elected to a three-year term as vice president of the Italian National Association of the Telecom Service Providers (ANFOV). Rao, who joined IDC in March, is manager of telco research and consulting. ANFOV is the largest association of telecommunications providers in Italy and aims to develop the competitiveness of the Italian telecom market. *drao@idc.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Carolyn Medeiros *Computerworld*

22

Tore Harald Pettersen *IDG Norway*

20

Roseann LaBruno *InfoWorld*

18

Heinrich Vaske *IDG Germany*

17

Lisa Ladle-Wallace *Computerworld*

15

Dag Inge Karlsson *IDG Norway*
Melissa Gruber *PC World*

14

Toralv Østvang *IDG Norway*
Michele Peoples *IDG Research Services*

13

Håkan Ogelid *IDG Sweden*
Piper Sheer *IDG Communications*

12

Jeffrey Kuta *PC World*
Ulla McGee *PC World*

11

Sandra Ng *IDC Singapore*
Hiroko Ito *IDG Japan*
Junya Onuma *IDG Japan*
Joel Åsblom *IDG Sweden*
Brian Kukowski *IDG*

10

Jan Öhlund *IDG Sweden*
Bing Zheng *IDG Asia*

9

Alain Petrissans *IDC France*
Michele Putt *IDG Int'l Publishing Services*

8

Mark Hall *Computerworld*
Henning Meese *IDG Norway*
Laurie Butson *IDG*
Kouichi Hamada *IDG Japan*
Peer Jensen *IDG Denmark*
Colwyn Munro *IDG Global Solutions*
Kalpana Ettenson *PC World*

7

Per Vopalecky *IDG Czech*
Michael Oreld *IDG Norway*
Morten Bratlie *IDG Norway*
Masako Ito *IDG Japan*
Filomena Cherta *IDC Latin America*
Karine Bernard *IDG France*
Nelly Visanji *IDG Sweden*
Frida Lundh *IDG Sweden*
Michael Brown *IDG*

6

Leslie Bachand *IDC*
Jakub Zurek *IDG Poland*
Edyta Mrøz *IDG Poland*

5

John Amato *Computerworld*
Kjetil Fjellmann *IDG Norway*
Bjørn Unnersaker *IDG Norway*

4

Karen Haslam *Macworld U.K.*
Myles Burke *CIO U.K.*
Graeme Muller *IDC Asia/Pacific*
Paulino Samanta *IDC Latin America*
Paul Calento *InfoWorld*

3

Hana Vancurova *IDC Czech*
Luc Pruvot *IDC France*
Rodrigo Crocco *IDG Brazil*
Marie Hemberg *IDG Sweden*
Peter Skinner *IDG Sweden*
Oskar Enerlund *IDG Sweden*
Sarah Santos *IDG*
Matthew Yorke *IDG Corporate Sales*

2

Pål Dimmen *IDG Norway*
Charles Wiliamsen *IDG Norway*
Tård Martinsd.-Wennerborg *IDG Sweden*
Eugene Taylor *PC World*
Melinda Kendall *IDG World Expo*

1

Eli Chan-Lopez *IDC China*
Gerson Sakurai *IDG Brazil*
Allen Bauer *IDG Denmark*
Tina Frederiksen *IDG Denmark*
Charlotte Jakobsen *IDG Denmark*
Helle Knudsen *IDG Denmark*
Lasse Jeppesen *IDG Denmark*
Jasmin Ernst *IDG Switzerland*
Paulina Gordon *IDG Poland*
Ulrika Morrone *IDG Sweden*
Bo Björmander *IDG Sweden*
Andrea Mullany *IDG Entertainment*
Chenda Ngak *IDG Entertainment*
Judith Brown *IDG*
Robert Mullins *IDG News Service*
Daniel Prieve *IDG World Expo*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG Corporate Services Group's Leslie Baldi seeks support for fund-raising effort

IDG Corporate Services Group Senior Accountant **Leslie Baldi** will be participating in the MS Challenge Walk sponsored by the National Multiple Sclerosis Society. The a 50-mile walk takes place on Cape Cod, Mass., Sept.7-9. This will be Leslie's fourth year participating in this event. Leslie will be walking as part of team "Baldi's MS Busters," and the team has a fund-raising goal of $10,000 this year.

Leslie is walking in support of a close family member who was diagnosed with MS in 2003. In June, Leslie also participated in the Great Mass Getaway which was a 150-mile bike ride from Quincy, Mass., to Provincetown, Mass., also sponsored by the National MS Society.

To learn more about multiple sclerosis and the MS Challenge Walk, visit www.nationalmssociety.org. If you would like to support Leslie and her team in their fund-raising goals for this event, please visit her donation page at www.nationalmssociety.org/goto/Leslie.Baldi or contact Leslie directly at leslie_baldi@idg.com.

***Leslie Baldi** (second from left) poses with teammates in last year's MS Challenge Walk.*

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Sandy Weill** wil have her choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* sport safes.

Honorable mentions

What's all the fuss about…my screen saver just says 'Hi, Jack' on it."
Simon Salamon *IDC*

"I am sorry, but all the liquid crystals must be in three-ounce containers placed in a plastic bag."
Petr Mandik *Computerworld Czech*

"What do you mean, I can't bring matches on board? I have a firewall installed in case anything catches alight…"
Merle Sandler *IDC*

"As a means to ensure passenger safety, our airline now requires us to ask our passengers to type in here that they agree to not commit any terrorist acts while flying with us today."
Rich Green *IDG List Services*

Don't delay! IDG Photo Calendar Contest deadline is Sept. 17

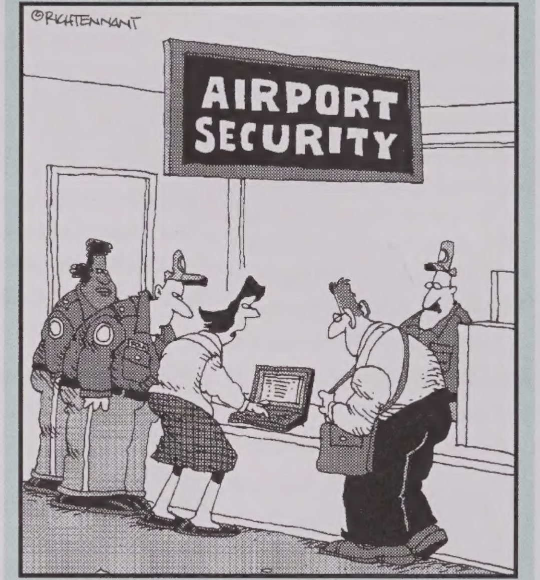
Complete guidelines for the 24th Annual IDG Employee Photo Calendar Contest are available on IDG Central. Here's a quick summary; take your chance at worldwide fame and fortune!

- Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively.
- You may submit up to two color or black-and-white prints or 35mm slides on any subject. If you submit an electronic image, it must be a large, high-resolution file of at least 240 dpi. Smaller files cannot be accepted as they will not reproduce well in the calendar. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, please do not write directly on the back of your photos; tape a business card or paper on the back.

Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A. or world_update@idg.com. Photos will not be returned.

The 5th Wave

By Rich Tennant



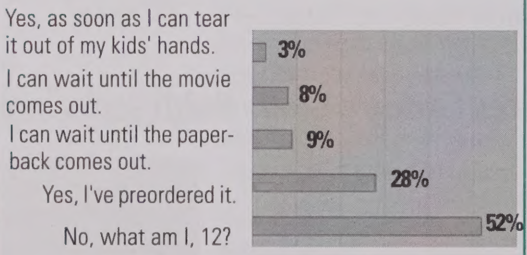
"Harold, don't rush me, I'm putting in my final bid on eBay."
Sandy Weill *Computerworld*

Rich Tennant's original caption

"They won't let me through security until I remove the bullets from my Word document."

Question of the Week for July 23

Will you be reading "Harry Potter and the Deathly Hallows"?



Log on to www.idgcentral.com to vote on this week's question: **What do you think of Rupert Murdoch's purchase The Wall Street Journal?**

Request World Update as a PDF

IDG employees can receive IDG World Update in a low-res PDF file via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Harry McCracken *PC World*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

'08 edition
coming soon!
2007
Employee Calendar
IDG

Photo deadline is less than a month away. See page 7 for details.

Focus on customer service distinguishes Jobworld site

IDG Denmark sales team fends off competition by paying close attention to its clients

The competition among Danish companies to attract and hire qualified IT workers has been fierce in recent years. In the midst of a crowded field of mainstream recruitment sites and IT niche databases, IDG Denmark's http://www.Jobworld.dk has distinguished itself by its sales team's commitment to client service — and added more revenue to the business unit's bottom line.

MARIANNE GODSKESEN

*(From left): IDG Denmark Sales Manager **Ole Bygholm**, Jobworld Team Manager **Charlotte Jakobsen**, Junior Consultant **Thomas Jensen**, and Junior Consultant **André Lauridsen** have focused on providing exceptional customer service for Jobworld clients, and the number of recruitment ads on the site has increased 30% since last year.*

Jobworld.dk consists of employer ads and IT job seekers' curricula vitae (i.e., resumes), arranged by competencies, which enables matches to be made between businesses' needs and job seekers' desires and qualifications. By indicating their preference for education, work experience, industry knowledge, etc., employers can easily identify which potential candidates match that criteria.

Created in 1995, Jobworld.dk has always been a market leader, but recently it has been feeling the pinch from several mainstream job databases and other niche portals. According to Jobworld.dk Team Manager **Charlotte Jakobsen**, Jobwold's advantage is that it is part of the IDG universe, which enables employers' ads to get exposure on other IDG Denmark print and online properties, including e-newsletters. Where appropriate, the sales team can arrange a combination buy using both Jobworld and IDG Sweden's job database, CsJobb.

continued on page 4

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New co-located conference boosts attendee numbers at LinuxWorld *page 2*

IDG wins 43 ASBPE awards; PCWorld.com tops list *page 2*

One on one: Techworld Editor Max Cooter *page 3*

Game developers flock to IDG Germany's Making Games Conference *page 4*

IDG's Three Tenors land on YouTube *page 7*

Celebrating 10: Network World's Deb Lovell *page 8*

Search-engine-friendly press releases boost page views

Getting more eyes on its Web site is a priority for any business today, and PC World's marketing department is doing its part to help drive traffic to the magazine's site by creating search-engine-friendly press releases.

The San Francisco-based monthly currently uses Business Wire as its PR delivery service. (Press releases are posted on Business Wire's site as well as PCWorld.com and IDG.com.) A Business Wire representative talked with PC World about how to optimize the magazine's press releases to make them more search-engine-friendly by using logos and hyperlinked keywords. URLs and embedded links will also direct readers back to the PC World site, while bold and italic text, bullets and underlining in the release will make it easier to read.

"These items should be as high up in the press release as possible to make them more noticeable to both search engines and readers," said PC World and Macworld Senior Marketing Director **Sandy Wong**. "The headline, subhead and first few paragraphs are especially important. An image or photo can often help attract search engine spiders, too."

PC World measures the effectiveness of a press release (which is often combined with other marketing and PR outreach) by using a 'PR token,' a bit of code added to the end of an embedded URL that allows PC World to track the traffic that comes to the site via a press release. "If you have something in the copy you want readers to click on you can add a token to personalize the URL," Wong said. The setup for tokens and naming conventions differ from site to site, Wong noted. At PC World the convention is to add a '?tk=pr_' to the end of a URL (the

continued on page 5

in brief newsworthy

PCWorld.com named Web Publication of the Year; seven IDG properties win ASBPE awards

Last year's restructuring of PCWorld.com provided more opportunities for community engagement.

IDG publications represented three of the top four award-winning businesses at the 29th Annual.American Society of Business Publication Editors (ASBPE) awards ceremony in New York City last month. PC World brought home 13 national Azbee awards — including Web Publication of the Year – and Computerworld and CIO 12 each.

In all, IDG publications received a total of 43 national awards. Additional IDG properties represented included Macworld (honorable mention for Web Publication of the Year), Network World (editorial award), CSO magazine, (a design and an editorial award) and InfoWorld (a Web and an editorial award). In addition to the national awards, CIO, Network World and PC World were among the top 10 finalists for Magazine of the Year in the 80,000-plus circulation category.

This year the Azbee Awards were given in 56 print, digital, and multi-platform categories for editorial and graphic excellence, recognizing both large and smaller publications.

Judges called PCWorld.com "well-organized, authoritative, informative and entertaining. Inventory of how-to videos is a big plus. The presence of video for describing tips, test drives and case studies, coupled with interactive attributes such as polls and tips from readers, enable PC World's Web site to be one of the most useful Web sites of its kind. Clean look backed by solid content."

See the complete list of IDG winners on IDG Central or go to http://www.asbpe.org for a list of all ASBPE award winners.

Check out what's on IDG Central

IDG's intranet, IDG Central, is for employees at all business units worldwide. A variety of features and employee resources include:

- Contact information for employees and business units on the IDG Directory
- Press briefs; top content from the IDG News Service
- Presentations from IDG global meetings
- A post-it-yourself classified ads section
- World Update articles and PDFs of past issues
- Writing tips and much more
- A list of worldwide IDG-produced events

To request a password, go to http://www.idgcentral.com.

New co-located conference boosts attendee numbers at LinuxWorld

Next Year August 4-7, 2008
DELL
NGDC
LinuxWorld

World Expo's new Next Generation Data Center Conference & Expo extends LinuxWorld's reach further into advanced technologies.

IDG World Expo's annual LinuxWorld Conference & Expo, held earlier this month, was enhanced this year by the presence of a new IDG event that was co-located at the Moscone Center in San Francisco.

The Next Generation Data Center (NGDC) Conference & Expo, which explored the future of data center architectures, information-based management and regulatory compliance, filled a market niche as the only IT event focused on end-to-end solutions and new technologies for data centers. With LinuxWorld's focus already on the data center, NGDC extends the event's reach further into advanced technologies, many of which are based on Linux and open source technology.

NGDC and LinuxWorld shared keynote presentations that were filled to capacity, and the two events offered more than 200 educational sessions and attracted more than 10,000 participants and 220 exhibitors. The combined event registered a 15% increase in attendance from last year; audited numbers will be forthcoming.

"Exhibitors told us the quality of attendees this year was superb," said IDG World Expo Public Relations Manager **Charlotte McCormack**.

LinuxWorld featured several new programs that were "extremely well-received," said IDG World Expo General Manager **Melinda Kendall**. Among them were several that catered to the rising impact of Linux on mobile devices and a day-long introductory course on how to implement open source solutions within a business, in addition to a panel discussion on the "Green Data Center," a prelude to the theme of next year's event.

Media sponsors included Network World, LinuxWorld.com (a Network World property) and InfoWorld Media Group.

Next year's LinuxWorld and NGDC events will be held Aug. 4-7, 2008 in San Francisco.

Write to charlotte_mccormack@idg.com or go to http://www.linuxworldexpo.com or http://www.ngdcexpo.com.

the interview

one on one

Max Cooter
The editor of IDG U.K'.s Techworld is this week's columnist. Reach him at max@techworld.com.

> *"[The launch of Techworld] was also important for IDG worldwide as we needed to show that an online-only product could be a success. We've succeeded beyond our expectations: We were profitable within 18 months and currently have a gross margin of 30 percent."*

Q What is Techworld, and how is it positioned?

A Techworld (http://www.techworld.com) was launched four years ago as IDG's first B2B online-only title. It's aimed at IT managers, network architects and administrators and senior engineers — the sort of people who are interested in the underlying technology within the enterprise. It focuses on products — its rough U.S. equivalent would be InfoWorld with a bit of Network World on the side.

It was an important launch for IDG U.K.; the company didn't have a presence in the enterprise arena in the U.K. It was also important for IDG worldwide as we needed to show that an online-only product could be a success. We've succeeded beyond our expectations: We were profitable within 18 months and currently have a gross margin of 30 percent.

Since Techworld's launch, we have launched a U.K. version of Computerworld, which is also online-only, and a U.K. version of CIO, in print and online. We believe that with these titles we cover every part of the assessing, specifying, recommending and purchasing of IT solutions within all large enterprises. It's a compelling argument.

Q What, if anything, are you doing in the area of delivering content to mobile devices?

A This is an emerging area for us. We're currently exploring two ideas: the first is delivering news content to Blackberries and other PDAs — we're in negotiation with a company that will help us with this. We're also collecting mobile phone numbers as part of our data capture process and are looking to introduce news alerts and sponsored alerts.

Q What sort of traffic does Techworld get?

A We have a core audience of a little under a million page impressions every month. For the first three years, traffic climbed steadily until reaching a plateau. A major task for the coming fiscal year is to increase this, focusing on domestic traffic in particular.

Q How important is community to the Techworld business model?

A The community is very important, not least because there are few informal IT associations or groups in the U.K. so there are few opportunities for networking staff to network. One of our key objectives is to build up the community aspect of the site, be it through blogs, forums or other Web 2.0 initiatives. We've only just started implementing these — and we have several more experimental ideas that we're going to work on.

Q Are you seeing increased interest in "green computing" in the U.K.?

A There's a small but growing interest in green computing in the U.K.; this reflects a small but growing interest in green issues generally. It's fair to say that environmental concerns don't figure highly on most IT managers' wish lists right now, but we know of at least a couple who do have to take environmental cost into account when specifying products, and last month an end-user green group was set up. We launched a Green IT section on our site about two months ago to draw on this interest and the amount of traffic has so far been encouraging. We firmly expect that more IT managers will be interested in green issues over the coming years.

Q What are the Techworld Awards?

A The Techworld Awards reward excellence in the IT industry among users and vendors. They're presented at a gala dinner that used to run alongside a data networking show. IDG took over the running of them when that show was pulled. This year's was the fourth under IDG's brand.

The main benefit that they deliver is a chance to promote the Techworld brand. With online titles, it's particularly important to have a physical presence, and the awards act as an excellent way to make Techworld known to its target community. We also hope to make a small profit on the gala dinner but that's secondary to the promotional benefit.

This year was the best ever for the number of entries, and we hope to build on this next year. We will announce the categories early and hope to attract more large vendors — that's a major target for us.

Q What are Techworld's key challenges?

A As a Web site we don't only compete with our U.K. competitors, we also compete with other English-language sites across the world. An important area for us to develop is stronger links with the reseller channel to ensure that content is increasingly relevant to a U.K. audience. I've already mentioned the challenge of increasing traffic and building up the community aspect of the site. We're also going to work closely with Computerworld U.K. and CIO U.K. in building a strong presence in the enterprise space. We're also looking to help other countries develop their Techworld products — Sweden and the Netherlands have already done so, and we know that more are considering the idea. We're willing to help any IDG business unit that's looking to follow our path. WU

Game developers flock to IDG Germany's Making Games

Held at IDG's office, conference attracts more than 100 paying attendees

***André Horn**, editor-in-chief for GamePro and /GameStar/dev, welcomes attendees to the second annual Making Games Conference.*

Last month, IDG Entertainment Media in Germany hosted its second annual Making Games Conference. The one-day conference is aimed at game developers and decision makers in the videogame industry and was held at the IDG offices in Munich.

Each of the 107 attendees, who hailed from Germany, Austria and Switzerland, paid EUR 199 (US$268), and the conference had seven sponsors including Nintendo, Microsoft and Perforce. Participants could choose from a total of 16 lecture sessions, which covered topics such as "Real Money in Virtual Worlds," "Entertain and Communicate: Next Generation Social Networks," "The Future of Graphics for Mobile Games" and "Social Presence in Virtual Worlds." One track, four sessions and a keynote, was dedicated to the topic of "Online Worlds."

making games CONFERENCE

Among the international lineup of speakers were Nathan Pearce from Sony Online Entertainment, Aaron de Orive from Bioware Austin, Stephane Lambrunie from I-Play and Hector Fernandez from Streamline Studios.

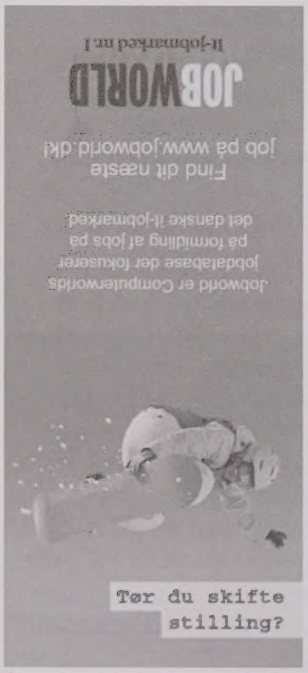
The Making Games Conference concluded with a barbecue in the courtyard of IDG Germany's offices.

The conference offered plenty of networking opportunities, according to **André Horn**, editor-in-chief for GamePro and /GameStar/dev. The day got under way with attendees enjoying a Bavarian breakfast before the conference and concluded with a barbecue in IDG Germany's inner courtyard.

For more information, please contact André Horn at ahorn@gamepro.de.

Jobworld

continued from page 1



The text on part of this gum wrapper offers readers who upload their resumes to Jobworld a chance to win a gift voucher for an adventure trip.

Last year represented the start of a new era for Jobworld. Jakobsen joined the company, along with IDG Denmark Sales Manager **Ole Bygholm**, and together they built a new sales team and researched customer needs to create a new product strategy. "The most important outcome was we found we needed to focus on service and in general communicate more with our clients," she said.

Today, the team spends more time with employers, guiding them through the array of online and print options, following up with them about the response to their ads and number of applicants and talking to them about the importance of image branding and promoting corporate benefits.

Recent research has showed increased customer satisfaction, and the number of job ads has increased 30% since last year. Traffic has remained steady at about 30,000 unique users and 135,000 page views a month.

As part of the effort to increase the number of unique users, which includes running more Jobworld house ads in IDG Denmark media, the Jobworld staff is trying out a variety of new marketing programs. One unique effort, which aligns with the rising tide of environmental consciousness in Denmark, is a Jobworld-branded paper wrapper that people can use to neatly dispose of their chewing gum instead of throwing it on the street. Cardboard boxes with the wrappers, which promote a contest for users who upload their resumes, are placed by an external company at 50 cafés in Copenhagen and at universities.

The team is also distributing Jobworld posters and other information at Danish universities.

In addition, staff members are developing HR events to deepen their relationships with human resources professionals and expand the Jobworld brand. The first conference, planned for October, is called "How to create the best IT-workplace in Denmark," and another will focus on women in the IT business.

For more information, contact Charlotte Jakobsen at c.jakobsen@idg.dk.

IDG

Current Jobs, Week of August 20, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Edit	Reporter	Framingham MA	Mary Scanlon	mary_scanlon@computerword.com	508-628-4903
	Online Sales	Online Account Executive	Framingham MA	Mary Scanlon	mary_scanlon@computerword.com	508-628-4903
	Online Sales	Online Sales Manager	San Francisco CA	Mary Scanlon	mary_scanlon@computerword.com	508-628-4903
	Sales	Business Development Specialist	Framingham MA, San Francisco (	Mary Scanlon	mary_scanlon@computerword.com	508-628-4903
CXO Media						
	Cust Pub	Sr. Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Editorial Assistant	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Gen	Program Manager	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Intern	Web Development Intern	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Executive Web Producer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online Sales	Online Sales Associate	San Francisco CA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Online Regional Sales Manager	San Francisco CA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Relationship Manager	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
Financial Insights						
	Sales	Sr. Account Executive	New York NY	Leah Barton	lbarton@idc.com	508-935-4336
Government Insights						
	Sales	Sr. Account Executive	Falls Church VA	Leah Barton	lbarton@idc.com	508-935-4336
Health Industry Insigts						
	Research	Research Director, Healthcare Provider	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC						
	Consulting	Consulting Director, Financial Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
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	CS	Inquiry Analyst - Contents Approval	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
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	Research	Director, Market Intelligence Advisory Service	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Director, Sales Enablement Services	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Program Manager, WW Tracker Program	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Pricing Evaluation Service	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Director, Merchandising and Demand Chain - Global Insights	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Retail Store, Channel and Consumer Strategies	Framingham MA, Irvine CA	Susan Brown	sbrown@idc.com	508-935-4100
	Research	Sr. Research Analyst, Application Development Software	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Business Voice Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Global BPO Services: Market Opportunities by Key Business Processes	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive - Enterprise Financial Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC- Canada						
	Research	Sr. Research Analyst, Canadian Security Market	Toronto Canada	Susan Brown	sbrown@idc.com	508-935-4099
IDG Corporate Services Group						
	IS	Customer Intelligence Analyst	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
	IS	Systems Administrator	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Entertainment						
	Sales	Account Executive	San Francisco CA	salesjobs	salesjobs@gampro.com	415-978-3185
	Sales	Account Executive	New York NY	salesjobs	salesjobs@gampro.com	
	Sales	Sales Coordinator	San Francisco CA	salesjobs	salesjobs@gampro.com	
	Tech	Web Developer	San Francisco CA	L.Hess	jobs@gamepro.com	415-978-3185
IDG List Services						
	Exec	VP/SVP, List Services	Framingham MA	Piper Sheer	piper_sheer@idg.com	508-935-4791
InfoWorld						
	Edit	Senior Editor	Boston MA, San Francisco CA	Job Opportunities		
	Sales	Events Sales Manager	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Sales	Online Account Manager	San Francisco CA	Job Opportunities	jobopps@idg.com	
Manufacturing Insights						
	Sales	Sr. Account Executive	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
Network World						
	Edit	Editor in Chief, Demo.com	San Francisco CA	Eric Cormier	careers@nww.com	508-490-6454
	Edit	Sr. Writer	San Francisco CA	Eric Cormier	careers@nww.com	508-490-6454
	Online	Senior Designer & Information Architect	Southborough MA	Eric Cormier	careers@nww.com	508-490-6454
	Online	Web Designer	Southborough MA	Eric Cormier	careers@nww.com	508-490-6454
	Sales	Account Manager, Demo.com	New York NY, San Francisco CA,	Eric Cormier	careers@nww.com	508-490-6454
	Sales	Integrated Sales Manager	Paramus NJ	Eric Cormier	careers@nww.com	508-490-6454
	Sales	DEMO, National Account Manager	New York NY, San Francisco CA,	Eric Cormier	careers@nww.com	508-490-6454
PC World						
	Edit	Assistant Editor	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Edit	Sr. Editor	San Francisco CA	PCW Jobs		
	Sales	East Coast Account Director	Framingham MA	Job Opportunities	jobopps@idg.com	
	Sales	Sales Associate	San Francisco CA	PCW Jobs		
	Sales	Sales Associate	Framingham MA	PCW Jobs		
PC World/Macworld						
	Exec	CEO	San Francisco CA	Piper Sheer	piper_sheer@idg.com	508-935-4600
WEC						
	Conf	Conference Specialist	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Events	Brand Manager, LinuxWorld	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Events	Brand Manager, MacWorld	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Mktg	Marketing Specialist	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

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August 20, 2007

Editorial Assistant (CXO)

CXO Media Inc., publisher of CIO and CSO magazines and CIO.com and CSOonline.com, is seeking an editorial assistant. This position will provide the right candidate an opportunity to learn all aspects of the editorial operations of magazines and websites. Duties include fact checking, writing short articles, doing occasional research for writers and editors, fielding questions from readers and PR reps, and providing general support to the editorial department. Candidate must have good writing skills; be able to juggle multiple deadlines and tasks; be very detail-oriented; have a positive, flexible attitude; and be both self-directed and able to work collaboratively with writers and editors. Good phone and e-mail communication skills are a must. Candidates must be technology savvy, skilled in Web searching, and versed in Microsoft Office tools; familiarity with Adobe InCopy is a plus. A bachelor's degree in journalism or English and experience fact checking for a magazine is preferred. Please include a cover letter with resume. ***Location: Framingham, MA*, Contact: P. Boyle, Fax: 508-875-4489 Email: cxojobs@cxo.com**

Web Development Intern (CXO)

CXO Media is looking for a temporary development guru to help pick up some of the work needed for an ongoing web application project. Approximately 80-100 hours will be needed over the next few months. Skills required: good, clean, readable coding skills, solid development experience in a small/growing business environment, ability to navigate unfamiliar code to find what changes need to be made, ability to dig into and understand highly complex systems. Also desired: PHP, Smarty, PostgreSQL, JavaScript, Ajax techniques, CVS, XML, Yahoo UI, Perl, Shell scripting, Linux, agile/rapid development skills, ability to talk to non-techies and discover/elucidate business needs for changes and system improvement, ability to bring new, dynamic and creative problem solving skills into the group. ***Location: Framingham, MA*, Contact: P. Chisholm, Fax: 508-875-4489 Email: cxojobs@cxo.com**

Executive Web Producer (CXO)

The Executive Web Producer will play a lead role in growing Computerworld's and CXO's audiences exponentially by setting the strategy for creating compelling user experiences through effective user interface design and smart content packaging. Managing a top notch team of designers and producers, this individual will have a deep understanding of consumer behavior, strong analytical skills and ability to translate user behavior patterns into site enhancements and a passion for developing the one-to-one relationship we seek with each of our readers. This role is responsible for page optimization, new product development, and the day to day publishing of all content, site assets and web media. The ideal candidate will have strong leadership skills to create an energetic work environment and a proven record of creating results-driven web sites that follow best practices for usability. Superior management, organization and project management skills are a must, with strong attention to detail and the ability to manage multiple projects and meet tight deadlines in a fast paced environment. Excellent web design and layout skills and a strong understanding of web technologies, user interface design, information architecture with 3+ years using HTML, CSS, JavaScript, and graphic design software (Photoshop, ImageReady, Fireworks, Flash, Illustrator) are required with preference given to those with experience in TeamSite. Excellent analytical skills using tools such as Omniture or Hitbox and experience with Search Engine Optimization is essential for this role as well. This position requires a minimum of 3-5 years of producing and managing content for the web and a Bachelor's degree in a related field. An online portfolio is required: when responding to cxojobs@cxo.com. Please include links to your most recent projects and specify which parts you were involved in.
***Location: Framingham, MA*, Contact: P. Chisholm, Fax: 508-875-4489 Email: cxojobs@cxo.com**

Online Sales Associate (CXO)

CXO's on-line team has a fantastic opportunity for a responsible and organized Sales Associate. In this position you will develop relationships with and provide quality customer service to existing on-line advertising customers. Responsibilities include working with the sales force to develop RFP responses, following up with customers regarding insertion orders, and working closely with the sales team to ensure revenue goals are met and recognized accurately. This position requires strong attention to detail and excellent follow-up skills. Excellent communication and organizational skills, computer skills, and the ability to operate in a fast paced environment are a must. Some knowledge of on-line advertising is desirable. ***Location: San Francisco*, CA**
Contact: P. Chisholm, Fax: 508-875-4489 Email: cxojobs@cxo.com

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Reporter (CWI)

Computerworld is seeking a seasoned reporter to cover information technology (IT) news for its award-winning Web site (www.computerworld.com) and print newsweekly. We're looking for a newshound who can break stories and write lively copy directed to the IT audience. This is a staff reporting position focused on producing news stories for Computerworld's Web site and printed newsweekly magazine (U.S.). The individual in this position will report to the News Editor or Assistant News Editor. The successful candidate will be highly skilled in reporting and writing with a demonstrated ability to work quickly, write multiple news stories each day and break IT news stories. The reporter must have at least 5 years of reporting experience in the computer industry with demonstrated excellence in reporting and writing. A solid understanding of the needs of IT readers is required. Also essential is the proven ability to meet deadlines, work productively under pressure, generate daily story ideas and communicate professionally with editors and colleagues. An understanding of and interest in advanced IT hardware and emerging technologies is preferred. The job includes regular travel to industry conferences.

Online Sales Manager (CWI)

Computerworld is seeking an Online Sales Manager for the West Coast to be located in our San Francisco office. The Online Sales Manager will be responsible for servicing and expanding existing business as well as pursuing and maintaining new advertising opportunities for online agencies and named accounts. Additionally the Online Sales Manager will work closely with other IDG business units on integrated sales opportunities as well as with online sales teams across the country. Qualified candidates will have 5+ years experience in online ad sales (technology company or computer publication preferred), contacts in the computer industry, and a proven sales track record. The ideal candidate will have top-notch communication, negotiation and presentation skills. Travel is required. ***Location: San Francisco CA*, Contact: M. Scanlon, Fax: 508-879-3760 Email: jobs@computerworld.com**

Online Account Executive (CWI)

Computerworld is seeking an experienced Online Account Executive to be responsible for selling and maintaining accounts for our ITWorld.com brand. Working with accounts across the country, this person will also be responsible for growing the client base through cold calling and prospecting. The ideal candidate will have a strong inside sales background, good research and listening skills and the ability to map the marketing needs of a potential customer with ITWorld.com and Computerworld's range of online products. Additional qualifications include: familiarity with the technology market, excellent communication skills, strong attention to detail, a proven track record of sales success and experience with salesforce.com or other web-based CRM tool. Bachelor's degree, strong computer skills and at least three years of experience required. ***Location: Framingham, MA*, Contact: M. Scanlon, Fax: 508-879-3760 Email: jobs@computerworld.com**

Research Director, Healthcare Provider (HII)

IDC Health Industry Insights is seeking a Director to develop and manage research and custom research projects for the healthcare provider segment of the Healthcare industry. The Research Director will engage primarily with executives at large hospital systems, integrated delivery networks and IT vendors to identify opportunities for subscription-based research, custom research and related consulting. The healthcare provider research agenda will initially focus on key emerging topics as well as more mature areas that are not currently being met adequately in the market. Custom research projects may include multi-client studies, IT benchmarking, business and IT alignment assessment, ROI analysis, market opportunity assessment and IT vendor selection. The director will develop proposals and manage projects from beginning through completion, working closely with the analysts in Health Industry Insights and with sales personnel. The Director will be expected to develop and manage long-term research and consulting relationships with clients, including up-selling, cross-selling, repeat consulting engagements and contribute to strategy and operations of overall IDC Health Industry Insights business. The individual must have strong research development, writing and deliverable creation skills, project management experience, business development skills, as well as strong communication and presentation skills. The individual will be required to plan and execute a compelling research agenda, deliver quality projects, provide high levels of customer interaction, and be able to grow the healthcare provider practice. The director will also serve as a main point of contact with the sales force for lead development and proposal writing, as well as coordinate with the healthcare provider and vendor teams. The individual will need to have strong client-facing skills and a keen business sense to identify and write proposals in a way that meets clients' needs. The individual will also be responsible for ensuring that the research agenda and consulting engagements are delivered on time, cost effectively, and with a high degree of quality. The director will be responsible for developing and maintaining new business processes associated with the gathering of primary and secondary information to support the research agenda and related consulting projects. The Research Director will require strong leadership and team management experience and demonstrated success in creating positive change in a healthcare industry environment characterized by accelerating change, ambiguity and challenge. The desired individual will have an undergraduate degree with 7+ years working experience in the Healthcare industry with a focus on health providers, particularly within complex, IT savvy hospital systems. Experience in a healthcare market advisory and/or consulting firm is preferred. Additionally, the following skills and attributes are desired: strong business development and management skills; familiarity with qualitative and quantitative research methodologies and market modeling; ability to think both strategically and tactically when appropriate; strong project management skills with a constant eye on detail; ability to provide actionable advice to executive level management; strong writing skills including previous externally published work; strong collaboration skills; strong presentation skills; comfort working in a fast-paced, ever-changing environment; creative problem solving; and strong Word, Excel and PowerPoint skills. ***Location: Framingham, MA* Contact: S. Brown, Email: idc_jobs@idc.com**

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Inquiry Analyst-Contents Approvals (IDC)

IDC is seeking an Inquiry Analyst, Content Approvals to manage IDC's content usage requests. The individual in this role will be responsible for protecting IDC's research and brand while maximizing visibility in the marketplace. The successful candidate will have excellent client service and communications skills. This person will work directly with both IDC clients as well as IDC management. The responsibilities associated with managing and fulfilling the incoming requests from clients to use IDC content in their external marketing materials include: checking the requested content for accuracy and conformation to IDC's permissions guidelines, obtaining approval from the appropriate parties, and logging each request into the customer database. There is a very high volume of requests daily. The successful individual will have strong communications (written and verbal) skills to ensure meaningful interaction with analysts and clients, as well as the ability to think critically and independently to successfully navigate client requests through the content usage request process. Candidates should be courteous and energetic, calm and composed under pressure. We are looking for someone who is customer-service focused, willing and able to manage and champion a product, able to think independently and to present facts and figures clearly and concisely. Proficiency with using basic PC applications such as email and web browsers is required. General IT industry knowledge is required. Knowledge of marketing or public relations is preferred. Familiarity with IDC is helpful. A bachelor's degree as well as 1-3 years of work experience is strongly desired. ***Location: Framingham, MA*** **Contact: S. McCallum, Email: idc_jobs@idc.com**

Research Analyst, Pricing Evaluation Service (IDC)

IDC's Pricing Evaluation Service covers competitive pricing data for the major hardware markets in the IT space including PC, server, peripherals, enterprise storage, and networking, both domestically and internationally. This analyst will assist team members in supporting the program's price benchmarking service and core database offerings by developing new analytical tools and models using their spreadsheet and database expertise. Key responsibilities include maintaining price benchmarking deliverables for a wide range of vendor and end-user customers, updating database price lists, entering specification data, managing pricing deliverables, and providing client support to the approximately 30 clients in the pricing program. The analyst will also support customers by providing analysis and insight on trends within the various hardware categories (PC, server, peripherals, enterprise). Additionally, the analyst will work to develop new products and services by understanding client needs and wants, and developing creative ways to fulfill them. The analyst will have a strong facility with Excel and Access. A Bachelor's degree is required with a quantitative focus in statistics, economics or computer science. We are seeking someone who is entrepreneurial in mindset, and has experience working independently and thinking critically about information and data. Relocation is not available. ***Location: Framingham, MA*** **Contact: E. Storch, Email: idc_jobs@idc.com**

Sr. Account Executive, Enterprise Financial Major Accounts (IDC)

IDC's Enterprise Financial Major Accounts team is seeking a Senior Account Executive who will focus on selling IDC's research products to prospects and existing accounts. This position will report to the Vice President of the Enterprise Financial Majors Sales team. The Sr. Account Executive will be responsible for generating revenue in both renewal and new sales of syndicated services, custom publishing solutions, and market strategy consulting solutions opportunities to major account prospects and existing accounts. As a member of a collaborative team, the Sr. Account Executive will be responsible for developing an in-depth knowledge of IDC products and services, as well as building strong relationships with individuals across IDC. The Sr. Account Executive will work with global sales colleagues and will be responsible for learning and articulating the value proposition IDC brings to Wall Street. The individual will prospect for incremental opportunities, follow up on proposal generation, respond to client requests for information and/or problems, and continue to enhance the client value proposition. This is a quota carrying position. Requirements for the position include 5-7 years of sales experience, along with strong written, analytical, and verbal communication skills. Prior experience in the financial industry, as well as, selling an intangible product or service is a plus. The ideal candidate will have demonstrated experience developing existing accounts and developing high level relationships. Additionally, this person will be entrepreneurial, motivated, assertive, and collaborative, as well as be a self-starter and a quick-thinker. This position requires strong time management and organization skills. Prior market research industry sales experience is helpful, but not required. This position will require approximately 20-25% travel. ***Location: Framingham, MA*** **Contact: A. Allen, Email: idc_jobs@idc.com**

Account Executive (IDGE)

IDG Entertainment is seeking an Account Executive to join the sales team in San Francisco. Responsibilities include lead generation, coordinate and facilitate meetings, RFP generation and overall territory and account/client management. This individual will work side-by-side with the Sales Managers to increase overall online and print advertising sales and revenue throughout the East Coast. If you are looking to expand your sales experience, this is the job for you. Requirements are a minimum of 2 years sales experience or media/agency experience, online advertising knowledge is a must, strong phone, organization and personal skills. Computers skills: MS Office, Lotus Notes and PowerPoint. Send your cover letter, resume and salary requirements to salesjobs@gamepro.com. Please reference SF Account Executive in the subject line when applying to this position. ***Location: San Francisco, CA,*** **Email: salesjobs@gamepro.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Account Executive (IDGE)

IDG Entertainment is seeking an Account Executive to join the sales team in New York City. Responsibilities include lead generation, coordinate and facilitate meetings, RFP generation and overall territory and account/client management. This individual will work side-by-side with the Sales Manager to increase overall online and print advertising sales and revenue throughout the East Coast. If you are looking to expand your sales experience, this is the job for you. Requirements are a minimum of 2 years sales experience or media/agency experience, online advertising knowledge is a must, strong phone, organization and personal skills. Computers skills: MS Office, Lotus Notes and PowerPoint. Send your cover letter, resume and salary requirements to salesjobs@gamepro.com. Please reference NYC Account Executive in the subject line when applying to this position. ***Location: New York, NY,*** **Email: salesjobs@gamepro.com**

Web Developer (IDGE)

IDG Entertainment, the third-largest gaming-information network worldwide with over 7 million unique visitors per month, is looking for a savvy junior-level Web Developer to join their talented team! This is an excellent opportunity for someone who is looking for experience in the web industry and loves video games, graphic arts, and the internet. We are seeking a recent grad or someone with some experience who is looking to start their career. The Web Developer is a full time, entry-level position providing a fantastic entrance into the online publishing and video game industry. The Web Developer will be responsible for creating, maintaining and improving web applications for the IDG Entertainment network. Utilizing web standard and best practices, the Web Developer defines and develops solutions to advanced technical issues and content flow. The Web Developer's main focus is to develop and enhance new site features, refine community functionalities, build CMS applications to manage/publish content, and help develop and manage community interaction. Essential duties and responsibilities include:
community application development; create and maintain proprietary community applications – forums, blogs, user reviews, and administration tools; manage IDGE Proprietary blog application and administer its use for new products; administration of community registration process and related databases Moderate/Manage community interaction; CMS/Aggregation application development; develop production tools that will assist in publishing content, updating the network of websites, and maintaining the associated data; troubleshoot publishing errors that appear within the CMS tools; create RSS/XML feeds and associated reporting systems; develop the necessary tools to help create and manage the e-newsletters across our websites; assist in sending out various email blasts, and special promotions through the Topica system. Required skills: ColdFusion 6.1 MX – 8; XHTML and CSS; JavaScript; AJAX; SQL (Oracle); XML; UNIX; Modular Application Development, Community-centric. The position may also require knowledge of system architecture practices, front-end development such as Photoshop and Flash.
Location: San Francisco, CA, **Email: jobs@gamepro.com**

Sr. Account Executive (MI)

Energy and Manufacturing Insights, both IDC companies, are responsible for developing research-based advisory and consulting services focused on the energy and manufacturing industry respectively. We are currently seeking a Senior Account Executive to sell advisory and/or consulting services into existing IDC's IT vendors who serve these industries.This Senior Account Executive will create/deploy solution selling techniques. This position will have sales responsibilities for selling all the Industry Insights services (Financial, Health, Energy, Manufacturing, Retail, Government), including subscription advisory services, multi-client studies and consulting projects, to large IT vendors headquartered in the Western US. The successful candidate will be able to arrange meetings and make presentations on the product offerings to market intelligence, market planning and senior industry executives, effectively connecting their needs with the value of our research. The individual must be knowledgeable about IT issues and be able to build relationships with our existing clients and IT vendors serving these industries. This role will be a combination of individual work and team selling with analysts, consultants, and other IDC sales professionals. Requirements for the position include 5-10 years of demonstrated success in a quota carrying capacity; a strong willingness and aptitude to work collaboratively; strong written and presentation skills; ability to build relationships at all levels within a company and the ability to set a sales strategy to develop new business as well as incremental sales with existing clients. Utilization of our CRM system is mandatory for all activity. Proficiency in Microsoft Word, Excel and PowerPoint is required along with a Bachelor's degree. MBA is a plus. This position requires up to 35% travel. ***Location: Framingham, MA*** **Contact: L.Barton, Email: idc_jobs@idc.com**

Account Manager, Demo.com (NWI)

DEMO has established a reputation for presenting the best IT products that will have a significant impact in the marketplace each year to an elite audience of venture capitalist, entrepreneurs, and influential journalists. Due to the tremendous growth of DEMO and exciting re-launch of www.demo.com, we are searching for a sales professional that will make the same impact to the DEMO brand by creating new business opportunities, developing new client relationships, and growing DEMO's online and event revenue. Candidates must be a highly effective communicators, proposal writers, and program managers. The position requires the ability to sell integrated online and event packages to decision makers of all levels at companies and agencies in the following categories: Consumer electronics, enterprise technology, professional services and communications organizations. Minimum 2-3 years online selling experience and familiarity with RFP process. Must have strong phone presence. Event sales experience a plus. ***Location: San Francisco, CA or NY, NY*** **Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Editor in Chief, Demo.com (NWI)

DEMO, the premier conference for launching the most promising emerging technologies in the US and abroad, is expanding its Web site strategy and seeking an experienced, self-starting Editor in Chief to help create and drive the vision for the new DEMO.com. Working with the DEMO management team, the Editor in Chief will use his/her entrepreneurial drive and creative sion to help set the editorial direction and site strategy for the new site as well as be responsible for developing, maintaining and delivering on an editorial mission consistent with the DEMO brand. Responsibilities include: defining and refining the editorial direction and new content concepts for the site while ensuring consistency with the mission of DEMO; recruiting a network of contributors including bloggers, freelancers, IDG News writers and other content resources; developing original content on a daily basis through the editor's own writing and in conjunction with his/her contributor network; overseeing the selection, editing and placement of audio, video, aggregated news feeds and community/self generated content on the site; driving community efforts in order to make DEMO.com a robust social site for DEMO alumni and others interested in innovation, entrepreneurship, technology and investment; scheduling and conducting Webcasts, Podcasts and other new media content, including interviewee recruitment, scripting, moderating and post-event follow-up; Ensuring editorial quality and excellent judgment in presentation of all content on site; essentially becoming the face of DEMO.com to the emerging technology community through his/her voice on the site and by attending industry gatherings, speaking at industry events, etc.; optimizing site design and performance to maximize quality, page views and revenue possibilities; working with site audience marketing team to identify ways of attracting new and retaining existing visitors to the site. Candidates must have proven experience juggling multiple tasks, making decisions on the fly and wearing multiple hats in order to get the job done. Previous experience launching and running an editorially-driven Web site or a major portion of a site is a big plus. Writing and/or editing background, preferably in information technology publishing. Deep knowledge of industry and key players. Good public speaker/industry networker with a solid comfort level being out in the market promoting the brand. Comfortable with change and willing to adapt to an evolving content strategy. Exceptional computer skills and familiarity with online media, including knowledge of HTML, Photoshop and other applications preferred. Excellent organizational skills, attention to detail and the ability to meet deadlines in a daily production environment. Bachelor's degree in journalism, communications, English or other relevant course of study. ***Location: San Francisco, CA*** **Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com**

National Sales Director, Demo.com (NWW)

DEMO has established a reputation for presenting the best IT products that will have a significant impact in the marketplace each year to an elite audience of venture capitalist, entrepreneurs, and influential journalists. Due to the tremendous growth of DEMO and exciting re-launch of www.demo.com, we are searching for sales professionals that will make the same impact to the DEMO and by creating new business opportunities, developing new client relationships, and growing DEMO's online and event revenue. National Sales Director, DEMO: Minimum 5-7 years experience selling integrated media programs. Must have superior presentation skills and sales management experience. Travel is required. Candidates must be highly effective communicators, proposal writers, and program managers. The position requires the ability to sell integrated online and event packages to decision makers of all levels at companies and agencies in the following categories: Consumer electronics, enterprise technology, professional services and communications organizations. Event sales experience a plus.
Location: San Francisco, CA or NY, NY **Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com**

Assistant Editor (PCW)

PC World seeks an Assistant Editor to join its award-winning Reviews team. Responsibilities for this entry-level position include writing and editing stories for the magazine's feature well, generating product evaluation charts for the Reviews and Rankings section and our Web site, supervising freelance writers, tracking developments in a specific technology beat, and pitching new ideas for feature and reviews stories. Candidates should have a BA/BS or equivalent; experience producing clean, engaging copy, preferably on a technical topic; a strong interest in technology and personal computers; and the ability to simultaneously manage a number of complex projects. ***Location: San Francisco, CA,*** **Email: jobopps@pcworld.com**

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Coming up

DEMO China
Sept. 5-7
Beijing
http://www.demochina.com.cn

IT Roadmap: Dallas
Sept. 6
Dallas
http://www.networkworld.com

European ICT Forum
Sept. 10-11
Berlin
http://www.idc.com

The Security Standard
Sept. 10-11
Chicago
http://www.networkworld.com

Computerworld Infrastructure and Management World
Sept. 10-12
Scottsdale, AZ
http://www.imworldusa.com/

IDC Human Resources Forum/New York
Sept. 17
New York City
http://www.idc.com

IDC-Kahn Consulting Inc. Infomation Management Forum/East
Sept. 18
New York City
http://www.idc.com

Vietnam ICT in Finance 2007
Sept. 18-21
Hanoi
Vietnam
http://www.ictfinance.vn

IDC Security Forum
Sept. 19
New York City
http://www.idc.com

IDC Enterprise Data Center Forum
Sept. 20
New York City
http://www.idc.com

InfoWorld Virtualization Executive Forum
Sept. 24-25
New York City
http://www.infoworld.com

DEMOfall '07
Sept. 24-26
San Diego
http://www.networkworld.com

More listings in the events section of IDG Central.

PC World

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'pr' differentiates it from other departments also using tracking tokens).

For example, for a recent PC World '100 Best Products of 2007' story the standard URL for the story was http://www.pcworld.com/article/id,131935/article.html. With the hit-tracking token it was http://www.pcworld.com/article/id,131935/article.html?tk=pr_BP2007.

While tokens are added to both business- and editorial-related press releases for PC World and Macworld, the focus for driving traffic has been for articles. PC World and Macworld Marketing Specialist **Rose Kwass** said that for PC World articles, slide shows or videos she and Wong promote, such as 'The Greenest Tech Products' or '15 Best Free Services and Software for Business,' "the hope is we can get the word out there about a particular story and drive some traffic to the actual article as well."

PC World also uses 'find-it' URLs in press releases. When sites such as Yahoo! News or Forbes.com pick up PC World press releases via the Business Wire feed to which they subscribe, Wong said it is important that "we hotlink things like the title of the article whenever it appears and also any accompanying features such as slideshows or video."

However, she added that she has noticed that the hotlinks embedded in their press releases do not always appear 'hot' on other sites. "So we need to include in the release an actual URL spelled out in case the hotlink doesn't work. But, since URLs are often unwieldy, we use short-cut URLs called 'find-its.' This shortens a URL with a PR token from http://www.pcworld.com/article/id,131935/article.html?tk=pr_BP2007 to http://find.pcworld.com/57409.

PC World was able to track the links with a PR token to see where the stories were picked up. There were 77,000 page views that came from their PR and marketing efforts.

Wong said the number of hits an optimized press release or tokenized article URL can get varies. "It really depends on the story, where and how it's picked up and a little bit of luck." She said that getting releases and articles mentioned in blogs has been "very helpful." One thing to note, regarding blogs or other mentions: "There's no guarantee they'll use the PR token URL you've provided. So there can be PR-generated traffic that we can't easily track because the standard URL was used by the media outlet or blog instead of the supplied tokenized URL."

IDG WORLD UPDATE

***Sandy Wong** (left), PC World and Macworld senior marketing director, and **Rose Kwass**, PC World and Macworld marketing specialist have been optimizing press releases to make them more search-engine-friendly by using logos and hyperlinked keywords.*

For the '101 Fantastic Freebies' story Kwass issued a press release promoting the story, and Trylon, IDG Communications' public relations agency, helped to push the story to blogs. PC World was able to track the links with a PR token to see where the stories were picked up. There were 77,000 page views that came from their PR and marketing efforts.

Wong said the cost returns on a press release vary based on word count, where it's distributed and any photos or special logos that need to be uploaded with the release. "There are times when a PR-generated page view can be about the same or less than the cost of a page view via search-engine marketing," she said, "but there are also times when we don't generate very many hits at all, but it's still PR for the PC World or Macworld brand. PC World's '20 Most Annoying Tech Products' story is an example where we didn't issue a press release, but it was pitched to blogs, and we've garnered 111,000 page views to date without paying a penny."

She cautioned that this is not yet an exact science. "It's great to have a measurable metric like this," Wong said, "but I would be wary of measuring a PR campaign's success based on page views as there are many other factors involved. The bottom line is that we're getting the Macworld and PC World brand out there."

For more information contact Sandy Wong at sandy_wong@pcworld.com. See also the Smart News Release section in the Products tab of http://www.businesswire.com.

noteworthy people

Promotions

IDG Entertainment VP Sales **Bob Huseby** and Editorial Director **George Jones** have been promoted to SVP/publisher and SVP/executive creative director, respectively. "In their new roles, Bob will be overseeing the business side of the company while George will be in charge of the product side of IDG Entertainment and both will be working with me on strategic planning and development," said **Dan Orum**, IDG Entertainment president and CEO. *rhuseby@idg-entertainment.com and gjones@idg-entertainment.com*

IDG WORLD UPDATE

Greathouse

PC World Director of Networking and Infrastructure **Sean Greathouse** has been promoted to senior director, IT and Web Operations for PC World and Macworld. "Sean will take responsibility for internal IT for these business units as well as GamePro, in addition to his existing role supporting and maintaining Web infrastructure for all three business units," said **Aaron Jones**, PC World CTO. "Since coming to PC World from Macworld in late 2005, Sean has established himself as a valuable leader in the technology department. He successfully rebuilt the Networking and Infrastructure group following the departure of key personnel and dramatically enhanced the capacity and efficiency of our Web infrastructure." *sean_greathouse@pcworld.com*

IDG WORLD UPDATE

Mullany

IDG Entertainment Sales Coordinator **Andrea Mullany** has been promoted to account executive. "Andi will still be handling many of the responsibilities she is currently handling right now," said Senior Manager, Advertising Sales **Michelle Cerlenko Torrey**, "but she will be getting more involved in the sales process by helping me secure more business in the Northwest territory." *amullany@idg-entertainment.com*

New employees

Mike Cartwright joins IDG U.K.'s online division as head of ad operations. He was most recently general manager and head of operations at Andalucia Web Solutions in Spain. A graduate of the U.K.'s University of Sunderland, he holds an honors B.A. in business computing and Spanish. He enjoys video games, squash, cooking and playing the guitar and recently became "a very proud father of a baby boy." *mike_cartwright@idg.co.uk*

Previously a podcast evangelist with Techweb, **Curtis Franklin** joins InfoWorld as a senior analyst. He earned a B.A. in art from Alabama's Birmingham-Southern College, studied computer science at the University of Alabama/Birmingham and was recently accepted into the graduate program in journalism at the University of Florida. He enjoys scuba diving, amateur radio and is a Florida master naturalist. *curtis_franklin@infoworld.com*

Sylvester Aswin Stanley joins IDC Asia/Pacific as a Web administrator and graphic designer at IDC A/P's Center for Consultancy and Research Pvt Ltd. in Bangalore, India. He recently earned a B.S. in electronics from Karunya University in Coimbatore, India. While in college, he participated in various Web design competitions and won many intercollegiate awards for his design skills. Away from the office he is a photographer and hockey player. *ssylvester@idc.com*

IDG WORLD UPDATE

Baldwin

PC World has hired **Matthew Baldwin** as an online sales account executive. He was previously a client liaison with the San Francisco Chronicle. Matthew has a B.A. in English and art history from George Washington University in Washington, D.C., and studied art history and French at the Universite de la Sorbonne in Paris. Outside the office, he enjoys tennis and basketball. *matthew_baldwin@pcworld.com*

Jowitt

Tom Jowitt joins Techworld in the U.K. as deputy editor. He previously worked for ComputerWire as technical editor, deputy editor and senior analyst; he was also a contributor to ComputerWire's monthly magazine Computer Business Review and its daily IT newsletter Computergram International. Outside the office, he has "an unhealthy interest in motorbikes and rugby," and enjoys reading, hiking, football and movies. *tomj@techworld.com*

CIO U.K. has hired **Stacy Watts** as events manager and as a resource across all U.K. publications. She was previously events project manager with Goldman Sachs and holds a degree in politics and languages from the University of Kent in Canterbury. Away from the office she enjoys snowboarding, squash and netball. *stacy_watts@idg.co.uk*

CXO Media has hired **Colin Lauver** as a Web developer. He was previously a senior IT consultant with Pfizer, Inc.'s department of corporate affairs. He holds a B.S. in biology from the University of Michigan/Ann Arbor where he helped develop the first widely used mammogram training software for radiologists. Colin enjoys soccer, theater, surfing and scuba diving. *colin_lauver@cwcxo.com*

IDG WORLD UPDATE

Lauver

PETER SHORT

Urjel

IDC Framingham has hired **Marcelo Urjel** as senior research analyst with its Global Services Competitive Views and Strategies group. He was previously an SAP consultant with the Advisory Group and also worked as a global services project manager and sales representative with IBM Bolivia. He holds a degree in industrial engineering from the Universidad Diego Portales in Santiago, Chile, and an M.B.A. from Babson College in Wellesley, Mass. He enjoys playing soccer and tennis. *murjel@idc.com*

Returning employees

Previously a senior editor with Computerworld, **Kim Nash** returns to IDG as a senior editor with CIO magazine. She was most recently with Baseline, writing news and investigative features, two of which helped the magazine earn finalist status for general excellence in ASME's National Magazine Awards. A Boston University graduate, she holds a B.S. in journalism and enjoys volunteering at her childrens' school, camping and gardening. She recently organized a group of families to provide meals and run errands for a neighbor whose daughter has cancer. *knash@cio.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24
Kim Pennett *Computerworld*

21
David Hill *IDG Intl. Publishing Services*
Chris Cuoco *CXO Media*

19
Abbie Lundberg *CXO Media*
Michael Malone *IDG*
Nancy Sheehan *IDG*

17
Sven-Erik Remmare *IDG Sweden*

16
Nancy Newkirk *IDG*

14
Thierry Parisot *IDG France*

13
Bill Hanck *Computerworld*

12
Stefan Bohlin *IDG Sweden*

11
Maria Koprowska *IDG Poland*

10
Mark Hall *CXO Media*
Toshiyuki Higuchi *IDG Japan*

9
Marie Sörberg *IDG Sweden*

8
James Hutson *PC World*
Lisa Shinhira *PC World*
Peer Jensen *IDG Denmark*

7
Lisa Stevenson *CXO Media*
Deanne McIntosh *IDG Australia*
Doug Jeans *IDG Australia*
Max Fuller *IDG Australia*

5
Chris Bernardi *CXO Media*
Robert Bragdon *CXO Media*
Amy Greenleaf *CXO Media*

4
Pat Oliver *Computerworld*
Anna Bieniak *IDG Poland*
Atsushi Ohno *IDC Japan*
Robert Melk *CXO Media*

3
Sean McCracken *CXO Media*
Diann Daniel *CXO Media*
Francine Khoo *IDC Singapore*
Michelle Hockman *IDC*
Claire Howell *IDC U.K.*
Giles Mallon *IDC U.K.*
Ankoo Batra *IT World Canada*
Jørn Jensen *IDG Denmark*
Bridgette Brown *IDG Australia*

2
Michael Friedenberg *CXO Media*
Kenji Katori *IDG Japan*
Kathleen Hobin *IDG*
Richard Kazarian *IDG World Expo*
Bryan Yuan *IDC China*
Daniela Moreira *IDG Brazil*
Nancy Gohring *IDG News Service*
Cristian Matiella *IDC Mexico*
Andrew Kleim *IDG Australia*
Julia Talevski *IDG Australia*

1
Karen Mitchell-Capland *CXO Media*
Susan Bryant-Still *CXO Media*
David Cohen *CXO Media*
Eric Schwaab *CXO Media*
Matthew Avery *CXO Media*
Bethany Whiffin *CXO Media*
Wayne Yii *CXO Media*
Dániel Hadházi *IDG Hungary*
Mihály Marót *IDG Hungary*
Carol Venezia *IDG Corporate Sales*
Paul Trotter *PC Advisor*
Linda Danielsson *IDG Sweden*
Nina Karlsson *IDG Sweden*
Rini Wickberg *IDG Sweden*
Marcus Jerräng *IDG Sweden*
Joel Westerholm *IDG Sweden*
Maria Samuelsson *IDG Sweden*
Johan Aksberg *IDG Sweden*
Linus Wedin *IDG Sweden*
Jim Scolion *IDC Australia*
Raphael Phang *IDC Singapore*
Luiza Dalmazo *IDG Brazil*
Thomas Effersøe *IDG Denmark*
Takuo Tsuya *IDC Japan*
Shoji Tobisawa *IDC Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Send in those photos! IDG's Photo Calendar Contest ends Sept. 17

'08 edition
coming soon!
2007
Employee Calendar
IDG

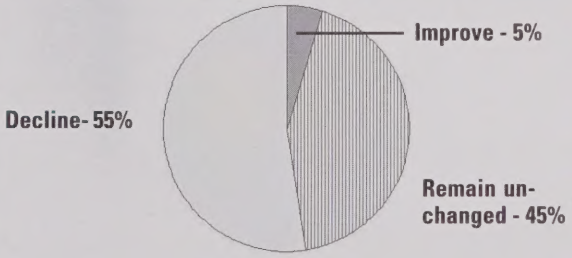
Complete guidelines for the 24th Annual IDG Employee Photo Calendar Contest are available on IDG Central. Here's a quick summary; take your chance at worldwide fame and fortune!

- Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively.
- You may submit up to two color or black-and-white prints or 35mm slides on any subject. If you submit an electronic image, it must be a large, high-resolution file of at least 240 dpi. Smaller files cannot be accepted as they will not reproduce well in the calendar. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, please do not write directly on the back of your photos; tape a business card or paper on the back.

Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A. or world_update@idg.com. Photos will not be returned.

Question of the Week for Aug. 6

Under Rupert Murdoch's stewardship, the editorial quality of The Wall Street Journal will:



Log on to www.idgcentral.com to vote on this week's question: **What do you consider the most effective way to communicate with other employees in your office?**

IDG's Three Tenors land on YouTube

*(From left): IDG Sweden Executive Chairman **Bengt Marnfeldt**, IDG Spain Managing Director **Paco Zabala** and IDG Switzerland Managing Director **Gebhard Osterwalder** convene for a birthday serenade in honor of one of their colleagues. Catch their performance using the link with this story on IDG Central.*

celebrating 10!

Name
Deb Lovell

Home
Franklin, Mass.

Joined IDG
Nov. 19, 1995

Career path since joining IDG
Hired as an assistant — moved through the ranks and am currently in online sales.

Current title
Senior Online Account Manager. I sell online programs and create programs to meet client needs and goals.

Most challenging part of your job
Staying current on the ever-changing online market and ensuring I educate all of my clients.

Latest accomplishment
Becoming a grandmother of six — in two years. I was blessed!

Career highlight
Receiving the Most New Accounts award each year from 2004 to 2006 (50-plus new accounts).

Most memorable work-related event?
My 10-year anniversary dinner with Pat McGovern. He is a fascinating man, and I loved listening to his accounts of adventures and experiences through the years.

I joined IDG because...
...of the reputation of IDG as loyal and caring employer.

What's kept you at IDG for 10 years?
Unlimited growth potential.

Best way someone could compliment you on your work
Peers asking for advice and help with a tough client.

Interests outside the office
Gardening, playing games and gambling.

Most rewarding thing you've ever done
Raised three terrific sons.

Of what accomplishment at work are you most proud?
Building strong relationships with new clients and maintaining relationships with current clients.

What talent do you wish you had?
I wish I could sing.

Dream destination
Greece

Last good deed?
Helped an elderly man find his car.

Network World's ***Deb Lovell*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner celebrating her 10 years of service to the company.*

Five people — living or dead — you'd invite to a dinner party?
My brother, Johnny; my mom; Marilyn Monroe; John Fitzgerald Kennedy; and my husband Kurt — he would love to meet Marilyn.

Most difficult decision you ever had to make?
Putting my dog to sleep because he had cancer.

As a child, what did you want to be when you grew up?
An actress.

Favorite music
Country

Your last meal would be
Lobster

Favorite vacation spot?
Las Vegas

What others can't tell just by looking at me
That I am a very emotional person — I love seeing others happy and usually cry happy tears.

If I could do one thing over
I would try harder in school.

Retirement dreams?
To travel with my husband.

Manager's profile
"Two phrases describe Deb: 'sales animal' and 'new business champ.' Besides being fun to work with and an important part of our sales team, Deb is always over her quota. She follows a formula worth mimicking: Find new customers, agree to success metrics and consistently over-deliver. Deb is tenacious, and we're proud she's on the NW team."
— Tom Davis, associate publisher, East, Network World

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

Inside this issue

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PC World Latin America team reorganizes as IDG licensee *page 4*

IDG Sweden spins off year-old Big Twin magazine, retains 20% stake *page 4*

Network World changes to magazine format *page 5*

Quick poll: Employees sound off on office pet peeves *page 8*

IGS partner zone promotes interaction among customers

Podcasts, peer-to-peer blogging, games, polls and more build community

IDG Global Solutions (IGS) EMEA recently launched a new concept in partner zones, those customized vendor-sponsored Web site areas filled with news, white papers and case studies that give IT clients a place to educate their customers online. The new IGS model allows and encourages those customers to interact with one another.

IGS sold an IDG-exclusive community area on six European IDG sites to Hewlett-Packard Co. that offers localized weekly podcasts, peer-to-peer blogging, games and sports competitions, ask-the-experts areas and weekly opinions polls. The zones, which launched in early June and ran through July, were located on IDG sites in Italy (PC World Italia), Spain (PC World Digital), the Netherlands (Computer!Totaal) and France (Le Monde Informatique); the sites in the U.K. (PC Advisor, http://www.pcadvisor.co.uk/communityzone), Germany (PC-Welt, http://www.pcwelt.de/zone/hp_microsite) and still accessible as of this writing.

"The idea was based on the brief that we received from HP's agency about making the computer personal again," said **Shane Hannam**, IGS U.K. director of international sales. "We thought an excellent way to do this was to create a community area or zone, a place where users can interact with each other but also feel they are part of a larger community. The platform would be the same as a Partner Zone, but we wanted to change some of the areas to make it more consumer- or SOHO-friendly." He said he felt the PC World product line was an ideal platform to deliver HP's message to this target audience.

continued on page 2

Quiz proves to be huge traffic driver on InfoWorld.com

Quizzes may be the bane of grade-school students everywhere, but one has proved extremely popular for InfoWorld.com.

On the day it launched last month, the site's 20-question Geek IQ Test (http://www.infoworld.com/tools/quiz/geek/iq-test.php) drew nearly 50,000 page views of the day's total of 170,000. By the end of its first week, the quiz had more than 266,000 pageviews and was the No. 1 piece of content on the entire site every day that week, surpassing even the site's home page. To date, the quiz has received approximately 328,000 pageviews and counting.

"It's a solid content concept, executed in a pageview-friendly way," said **Virginia Hines**, VP and general manager of InfoWorld.com. "Now that we've seen the tremendous potential for success, the next iteration will be even more strategic."

Hines said the InfoWorld editors and online team had kicked around the quiz idea for a few weeks and had several discussions about the value of interactive content. "Editorial came up with this specific idea and picked a great author, **Oliver Rist**, who until recently was an InfoWorld blogger and frequent contributor," she said. The online team then packaged it to maximize page views and ad impressions. Associate Editor **Jason Snyder** put together a last-minute dynamic Web page version of the test that turned out to be crucial, Hines said, as it ensured separate page views and ad impressions for each of the quiz's questions and a results page.

InfoWorld
Log in | Register
InfoWorld
IT
IQ TEST
Slide 2 of 12
Related Links
InfoWorld's Geek Summer Camp
E-mail to a friend
More Slideshows
‹ Prev
1
2
3
4
5
6
7
8
9
10
11
12
Next ›

InfoWorld.com Best of the Week: August 13, 2007

Put your geek IQ to the test

Feeling IT superior? Ace our Geek IQ Quiz to prove your chops.

TAKE QUIZ

Oliver Rist

IW's IT IQ Test drew nearly 50,000 on the day it launched. To date, it has garnered some 328,000 page views.

"When the test went live we saw a big surge in

continued on page 4

IT IQ sampler

1. What's the first universal question of telephone help desk support?

a. Is the power cable plugged in?
b. Have you tried turning it on and off again?
c. Has it burst into flames?
d. All of the above

2. What's the quickest way to derail a small IT project?

a. Involve a project manager
b. Involve a certified project manager
c. Allow frequent progress meetings with creative senior management types
d. b and c

3. What celebrity on this list co-founded a still-functioning Internet business?

a. William Shatner
b. Al Gore
c. Alyssa Milano
d. All of the above

Need more? Visit http://www.infoworld.com/tools/quiz/geek/iq-test.php.

By the numbers

Shane Hannam, IGS U.K. director of international sales, provided these totals for the Hewlett-Packard Community Zones on six European IDG sites.

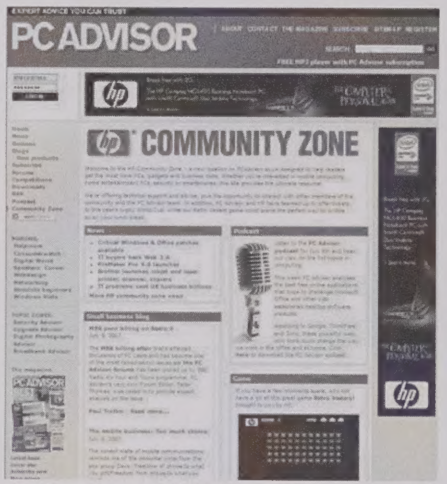
- Blog impressions: 159,067
- Poll responses: 5,876
- Questions asked: 549
- Podcast downloads: 5,341
- Competition entries: 2,612
- Game plays: 2,873
- Total unique users: 122,637
- Traffic driver impressions: 8,671,581

IGS

continued from page 1

"Although this had elements of lead generation, the whole concept was to build a zone where we provided a good number of unique users who return time again as the sites are constantly updated with new information, podcasts and opinion polls. As such, HP can gain a comprehensive overview of its potential customers," Hannam said. "This was an idea they really bought into." Community site users must provide basic details, such as their name, e-mail address, phone number for contest entries and to post scores on games, "but the whole point is to make this is site a fun place to interact," Hannam said.

In PC-Welt's HP Community Zone, for example, users can read articles on security, mobility, green computing and Linux, among other topics. Or they can listen to podcasts by PC-Welt editors on social engineering, notebook security and VOIP phones and then discuss the articles and podcasts in dedicated blogs.



The HP partner are on PC World product line sites in the U.K. (above), Germany, Italy, Spain, the Netherlands and France were designed to encourage users to interact with each other.

If they have a computing problem they need solved — either HP-specific or more general — they can send an e-mail to an Ask the Experts section, and a PC-Welt editor will post the answer publicly. If they just want to play a game, there's the old-style Space Invaders where they can try to beat the high scores of other zone visitors. Finally, they could enter to win a VIP package to last month's Formula One race. (U.K. participants could win tickets to the Rugby World Cup in France; Italy offered two tickets to see the Italian national soccer team play France in the Euro 2008 qualifying round; Spain provided two tickets to the Italian Grand Prix; Dutch site participants could win two tickets to see Barcelona FC play in Spain; and France offered VIP tickets to see The Police.)

Each of the six sites offered a variety of traffic drivers, including banner ads and skyboxes, that pushed prospective users to the community areas. In the first two weeks the HP area was up on the PC-Welt site it generated approximately 11,000 impressions.

Sabrina Samtleben, PC-Welt publisher's assistant, said that more than 75% of the PC-Welt.de users work in the home or small-office arena, which is HP's target audience for this campaign. "We cover the same topics for our users and give them all the relevant information they need to reach the IT buying decision that's right for them. Our new site layout is more user-friendly and has specific areas that allow our clients to reach the buyers they're interested in," Samtleben said.

She added that other companies had expressed interest in a PC-Welt microsite, including Nokia, Pioneer and Samsung.

Hannam said IDG's commitment at each site is "very comprehensive as we have to deliver weekly reports to HP. All areas of the zones are recorded, and each country is expected to do the same reporting so that we have standardization across the campaign." All site monitoring is done locally, with the exception of the Space Invaders game and the HP creatives in each zone, which are done by IGS. The look and feel of each zone is up to the individual sites, but Hannam said that "where possible we have tried to use a standard design."

The monitoring reports are collated, templated and sent to HP by **Sarina Quinlan**, IGS program delivery manager. "This is a big commitment for both IGS and the local IDG offices," Hannam said, "and I must say that this is one element that has made this campaign successful — the local countries have been excellent in helping provide quality data and amending the zones as requirements from HP change. Without their help none of this would be possible." As well as the weekly reporting there are weekly conference calls with HP's agency to highlight key metrics that IGS thinks are important and ensure that any issues are quickly resolved. "This means all parties are constantly working to ensure the overall success of the campaign," Hannam said.

According to Hannam, IGS has sold the community zones as a long-term option. "We feel we have a tremendous opportunity to continue this campaign not only into HP's fourth quarter of 2007 but into its 2008 fiscal year."

For more information contact Shane Hannam at shane_hannam@idg.com.

the interview

one on one

Evilee Ebb
The CEO and publisher of Network World is this week's columnist. Reach her at eebb@nww.com.

Network World at-a-glance

Location Southborough, Mass.

Established 1986

Number of employees 125

Sites
http://www.networkworld.com
http://www.linuxworld.com
http://www.javaworld.com
http://www.demo.com

Q What are Network World's top three challenges over the next year?

A Continuing to provide reader/viewer/attendee value that translates into more time spent consuming our content and interacting with sponsored messages. Maintaining premium pricing for innovative programs as a result of added value and interaction despite market pressure to commoditize. Balancing our people and financial resources to create and enhance the most relevant hot products while providing IDG the most profit possible.

Q With the demise of CMP's Network Computing, what's Network World's competitive landscape?

A The demise of Network Computing follows a long line of defunct network print pubs including Network Mag/LAN Mag, Data Communications, LAN Times, Networking Management/TP+T, InternetWeek/CommWeek and InteractiveWeek. Therefore, while Network World stands as the only network print publication, we do compete for reader time and ad dollars with other enterprise trade magazines. As a result, we work with our enterprise sisters and IDG Corporate Sales to gain advantage over other media companies by producing integrated packages that others cannot provide. Ironically Network Computing was never really a true competitor to us online since they were part of the bigger CMP TechWeb. Therefore, online we have dozens of competitors, but we don't always know who they are (like aggregator networks), which brings a whole new dimension to our competitive landscape.

Q To what do you attribute the big gains in Network World's podcast numbers?

A This year we added several new podcasts including NW Panorama, NW 360 and Voices from IT Roadmap. Continued growth from our most popular show, NW's Twisted Pair, also generates a regular following. In addition, consistent production and higher site visibility, including embedded audio players on our pages, has also contributed to an increased number of downloads. We have four times more downloads in the first seven months of 2007 than in all 2006. July was our most exciting month yet, carrying 10 times the podcast views of July 2006.

Q What kind of community-related enhancements are you making to NetworkWorld.com?

A We launched the Cisco and Microsoft Subnets to provide a forum for their customers. Within the subnets, we have strong bloggers who are generating a great deal of discussion. In addition, we are giving voice to various user groups of those two companies. We just revamped our forums and blog pages and have improved the way comments appear on the pages to inspire even more interaction. We have also launched the IT Roadmap Exchange to enable attendees at events to share thoughts and ask questions in advance of the conferences.

Q Recently, Network World began allowing users to access content via their mobile phones by scanning a code from the print edition. Can you explain how this works?

A Readers download a small app onto their cell phone and use their cell camera to take a picture of the code in the print edition. The application on the cell phone translates it to a URL that is launched on the browser. Today the user receives the latest network news headlines on their phone which links to the entire story. The next phase will create a more immersive online experience with our print edition as users will be able to scan a code at the end of an article and choose from a menu of items such as: Post or read article comments, View related articles, Save articles and Send to a friend. We are currently getting a couple of hundred client downloads per month of the software. As we habituate our audience on code scanning, we will be able to extend the code-scan technology to our advertisers enabling them to initiate an online experience with prospects directly through a print ad. Imagine a reader scanning a code in an ad and instantly watching a vendor video, turning one of our readers into one of their viewers. Several large agencies are rather psyched by the possibilities.

Q To what extent have you negotiated deals to distribute DEMO videos to major news outlets, and what are your goals for this initiative?

A Now in its 17th year, DEMO is the leading venue for launching new technologies worldwide. For the past few years, we have captured each demonstrator's presentation and posted it on our site, which has led to substantial growth in the months after each event. With a focus on viral syndication, we are taking our video strategy further by developing syndication both within IDG and through third-party distribution deals to enhance our demonstrator exposure and drive more traffic, which generates even more excitement for our events. Internally,

continued on page 5

Quiz

continued from page 1

page views as soon as the Editor's Letter newsletter promoting it hit inboxes," Hines said. The InfoWorld site as a whole recorded an average of three pageviews per visit after the Geek IQ Test launched, compared to its usual average of about two.

"This content was so popular that it moved the needle for the whole site by 50%, and that's hard to do," Hines said.

She added that about half the people who started the quiz completed all 20 questions and received a score. Twenty percent of the audience dropped out after the first question, and another 8% dropped out after the second question. After that, dropoff was small; 73% of the people who completed question 3 completed the entire quiz and received a score. "We basically retained everyone who made it through the first 12 questions," Hines said.

News of the quiz has spread almost entirely virally, according to Hines. More than 98% of traffic has come from users directly entering the URL into browsers or clicking on links in e-mails and blogs. "While there are links from the usual referrers, such as Slashdot and Digg, so far they've been negligible contributors to the traffic total," she said. "We created a piece of content that really engaged and challenged our audience. They enjoyed it and wanted to tell their friends."

The quiz continues to pull strong results. Site page views have hit five per visit, with the quiz alone one day receiving more than 100,000 page views before noon, helping InfoWorld.com set an all-time daily site traffic record of 248,000 page views, "about double the normal amount," Hines said.

"This content was so popular that it moved the needle for the whole site by 50%, and that's hard to do."

— Virginia Hines

Hines said these page views reflect more unique visitors and more activity and engagement on the InfoWorld site. "These are things advertisers care about when they're selecting a venue for their messages. The fact that the InfoWorld audience is powerful enough to drive 250,000 page views in one day sends a strong message about our site and our audience, and that message becomes even more compelling if we can repeat that performance."

Hines said the Geek IQ Test will remain on the site indefinitely and that InfoWorld editors are currently working on concepts for new quizzes. Hines said she would like to have a Quiz of the Week, although if the quizzes are more frequent she said they probably won't individually be such big traffic drivers. "Collectively, however, they should give the site a big boost, so we're considering some twists that may drive even more page views and create additional monetization opportunities," she said.

Contact virginia_hines@infoworld.com.

Online quiz cheat sheet

InfoWorld.com VP and General Manager **Virginia Hines** had the following tips for anyone considering launching online quizzes:

- **Quizzes are incredible online page-turners**. People can't get enough of this type of interactive feature.
- **Make every question a separate page view**, and use those pages for ad units where you need more inventory.
- **Consider name-capture opportunities**. We didn't do that with the IT IQ Test, but going forward we're considering asking respondents to provide an e-mail address where we send results — along with an e-mail that promotes other InfoWorld.com content.
- **Make it fun**. That's what keeps people turning the pages. [Former InfoWorld contributor and blogger] **Oliver Rist** was a tremendous asset for us. No doubt you have an equally hilarious staffer on your team. A quiz is a great opportunity for that person to shine.
- **If possible, tie the quiz into your other community efforts**. Associate user names with scores and expose top performers. We're looking into ways to do that with future quizzes.

PC World Latin America team reorganizes as IDG licensee

Led by IDG International Publishing Services VP/Latin America **Trino Ramos**, the staff of PC World Latin America has produced local editions of PC World in Argentina, Chile, Colombia and the Central American and Caribbean regions.

Given the challenges of operating in a relatively small IT market, Ramos has opted to become an IDG licensee and created a new company, The Hispanic American Publishing Group.

The new firm, which comprises all six former PCWLA employees, will continue to publish the same PCW editions as well as http://www.pcwla.com and serve as an IDG Global Solutions representative for the region.

"As a licensee, Trino will be able to develop products for the Latin market and the Hispanic market in the U.S. outside the IT sector," said IPS President & CEO **David Hill**. "He will also be able to begin representing non-IT titles that may be looking for sales representation in the U.S."

Write to trino_ramos@idglat.com. Address and telephone numbers remain the same.

IDG Sweden spins off year-old Big Twin magazine; retains 20% stake

BigTwin
AVGASSYSTEM
100%
NYA SPORTSTER ETT STORT LYFT
STREET GUIDE
FÖRSTA REPAN I SVERIGE

IDG Sweden's Big Twin, a magazine for Harley-Davidson owners interested in customizing their motorcycles, has had a change in its ownership structure.

IDG Sweden has retained a 20% share and sold the remainder to the founders, Publisher Björn Glansk and Editor Mats Lövgren, who are no longer IDG employees. IDG Sweden is part owner of their new company, BAG Publishing. The magazine will remain part of the IDG Sweden portfolio.

Launched in April 2006 (see IDG World Update, Nov. 6, 2006), the magazine has a circulation of 11,000, of which 3,500 are subscribers. The team recently launched a new Web site, http://bigtwin.idg.se, based on the IDG Sweden platform.

Contact bjorn@bigtwin.se.

September 3, 2007

Assistant Managing Editor (CXO)

CXO Media Inc. is seeking a dynamic, detail-oriented individual to assist in managing the editorial operations of CIO magazine and CIO.com. The AME will create, update and monitor print and online schedules; help to administer and troubleshoot our two content management systems; work with the editors to continually improve magazine and online story production; plan and coordinate special projects across print and online; oversee posting of magazine content to the web site; help copy editors and designers ship issues; produce CIO Magazine Digest newsletter and Web TOC page for magazine, and track promotion efforts of CIO.com content. The successful candidate will have worked in an editorial operation and thrive in a fast-paced, interactive setting. He or she must be able to juggle multiple tasks and be a good negotiator, managing the competing demands of nonstop online production and the hard deadlines of print. Candidates must be technology savvy and versed in Microsoft Office tools. Familiarity with Adobe InCopy, K4, Interwoven Teamsite, Lotus Notes and Lyris is a plus, as is experience creating newsletters and promoting stories to online sites. Please include a cover letter with resume. ***Location: Framingham, MA***
Contact: P. Boyle, Fax: 508-875-4489 Email: cxojobs@cxo.com

Online Editor (CXO)

CIO.com is looking for an Online Editor to join its dynamic, award-winning online editorial team. We need a person who enjoys fast pace, can take a project and run with it, and loves developing innovative new ways to present content to our audience of information technology leaders. The ideal candidate will have experience in both editing and writing, great attention to detail, and an eagerness to try new things. You'll be assigning, editing and writing a variety of stories as well as investigating non-text delivery methods such as video, audio and mash-ups. Web publishing experience is a must. HTML and search engine optimization knowledge is a plus, though we'll gladly train the right candidate in our content, blogging and newsletter tools. Bring your enthusiasm, intelligence and experience and CXO will give you a great opportunity in its rapidly expanding Web operation. ***Location: Framingham, MA*, Contact: P. Boyle, Fax: 508-875-4489 Email: cxojobs@cxo.com**

Program Manager, PC Tracker (IDC)

IDC's Worldwide Quarterly PC Tracker group is looking for an individual with superior analytical, communication, and management skills to be part of our team tracking the global PC marketplace. Responsibilities include: analyzing and reporting on PC market dynamics, managing research with domestic and international contributors, managing client relationships, managing a database of market information, and expanding research coverage. This program has very high visibility with the major IT vendors. Successful candidates must be knowledgeable about the PC market, able to manage and analyze a large volume of data, present analysis of market trends and develop new business. Experience with client presentations, project management, forecasting and analysis, and some database skills are essential. The ideal candidate will have ten + years of experience working in the vendor, end-user, or research community involving market analysis and presentations. Some travel required. ***Location: San Mateo, CA* Contact: K. McGillivray Fax: 508-935-4432 Email: idc_jobs@idc.com**

National Online Sales Leader (IFW)

InfoWorld Media Group is seeking a National Online Sales Leader to be responsible for defining and communicating on-line sales strategy, leading the sales staff and personally making calls at the highest possible levels to maximize InfoWorld.com advertising revenues. Responsibilities will include: hands-on sales for top accounts while directing the sales efforts of the team overall; overseeing the administration of online sales; providing insight into account needs and developing online proposals; developing senior relationships at agencies and clients; and effectively shaping sales strategy, territory assignments, presentations, and marketing collateral. The ideal candidate will have demonstrated experience in a leading online media organization and will have a strong ability to work effectively with colleagues within and across business units to uncover and deliver on integrated sales opportunities. Candidates should have strong team management and strategic skills, a proven track record in managing online in multiple environments, extensive experience running advertising operations, the ability to complete a high volume of face to face calls, in-depth knowledge of online media and marketing, a strong customer service orientation and 7-10 years of ad sales experience with at least 4 years of online sales management. Travel is required.
***Location: San Francisco CA*, Contact: J. Lynch, Fax: 508-879-3760 Email: jobs@computerworld.com**

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Online Multimedia Producer (NEW)

The online multimedia producer at the IDG News Service will be responsible for coordinating the development, creation and production of news videos. The successful candidate will have skills in videography, video and audio editing, writing and reporting. He or she will have a demonstrated ability to organize projects and coordinate effectively with other contributors, as well as the flexibility and commitment to move quickly in a breaking news environment. Travel to news events will be required. Position also requires familiarity with online video formats, encoding, and posting to the web. The position is based in the Boston headquarters office. Qualifications sought: Bachelor's degree in journalism or other BA plus journalism experience; two to three years relevant professional experience. ***Location: Boston MA*, Contact: E. Heichler, Fax: 617-423-0712 Email: elizabeth_heichler@idg.com**

US Correspondent, Boston (NEW)

IDG's daily, international news service seeks an experienced, high-energy journalist to cover the U.S. technology industry from our Boston office. The successful candidate will have experience covering a competitive breaking news beat, developing sources among technology users, vendors, and analysts, and writing authoritatively on information technology in the enterprise. He or she will have an impeccable command of AP-style news writing and editing, and the journalistic range to break news ahead of the pack but also to produce investigative and narrative features. ***Location: Boston MA*, Contact: E. Heichler, Fax: 617-423-0712 Email: elizabeth_heichler@idg.com**

Client Services Manager (NWI)

Network World is seeking an innovative individual who thrives in a fast-paced environment to join our client services team. The Client Services Manager will work closely with our sales team to manage and provide post-sales support for online advertising campaigns that include lead generation and custom programs. Working in coordination with our advertising operations team, this position will also be responsible for coordinating receipt of online media deliverables, scheduling media, monitoring, analyzing and optimizing programs to ensure above-average success metrics. The successful candidate must be extremely pro-active, sales focused and have strong organization skills with an acute attention to detail. Critical to this position is the ability to work well within a team environment, excellent communication skills both verbal and written and the ability to take ownership of one's work. 2 year(s) related experience in an online advertising environment a plus. ***Location: Southborough, MA* Contact: E. Cormier, Fax: 508-490-6454, Email: careers@nww.com**

Web Designer (PCW/MAC)

Macworld and PCWorld are looking for talented web designer to join our energetic team. Our websites total over 45 million monthly page views and reach 12 million unique users. The sites feature daily news, reviews, opinions, and resources in a variety of formats to the technology consumer and digital lifestyle enthusiast. This is a dynamic position in a rapidly changing marketplace. The ideal candidate would be self-motivated, detail-focused, and always eager to learn emerging technology. Responsibilities include: assist the Design Director in the design, production, and maintenance of Macworld.com, PCWorld.com and related sites; work with an accomplished team of editors, developers, business managers, and advertising partners to move the sites forward in new directions to provide relevant information and resources to our users; develop cross media CSS based templates; keep abreast of the changing technology, usability and design trends on the web. The ideal candidate possesses the following skills: XHTML and CSS; understanding of Web Standards and Usability Best Practices; experience with blog software like Wordpress, Moveable Type, or similar; Adobe suite of applications; interest in technology and tech lifestyles a plus. Send your cover letter, resume, portfolio link and salary requirements to jobopps@idg.com. Reference 'Wed Designer' in the subject line when applying to this position. ***Location: San Francisco, CA,* Email: jobopps@idg.com**

Marketing Intern (WEC)

IDG World Expo has an exciting, hands-on learning opportunity for a marketing intern in the company's Framingham, MA office. The position provides an exceptional opportunity to actively contribute to marketing campaigns for IDG World Expo's events. This is a Full Time opportunity. Responsibilities will include assisting the marketing manager in fulfilling media trade relationships, writing Web copy, copywriting for marketing materials, distributing marketing collateral, producing mail merges and fulfillment, conducting Internet research on the marketplace, processing sponsor requests and fulfilling cooperative marketing programs. Knowledge of standard business software, attention to detail, copywriting, strong researching skills and enthusiasm are required. This is a paid internship. ***Location: Framingham, MA* Contact: S. Scogland, Fax: 508-988-7972 Email: hrsd_recruiter@idg.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

IDG

Current Jobs, Week of September 3, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
	Edit	Reporter	Framingham MA	Mary Scanlon	mary_scanlon@computerword.com	508-628-4903
	Online Sales	Online Sales Manager	San Francisco CA	Mary Scanlon	mary_scanlon@computerword.com	508-628-4903
	Sales	Business Development Specialist	Framingham MA, San Francisco (	Mary Scanlon	mary_scanlon@computerword.com	508-628-4903
CXO Media						
	Cust Pub	Sr. Editor	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Edit	Assistant Managing Editor	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Edit	Editorial Assistant	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Gen	Program Manager	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Online	Executive Web Producer	Framingham MA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Online	Online Editor	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
	Online Sales	Online Sales Associate	San Francisco CA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Online Regional Sales Manager	San Francisco CA	Patty Chisholm	pchisholm@cxo.com	508-935-4734
	Sales	Relationship Manager	Framingham MA	Pauline Boyle	pboyle@cxo.com	508-935-4192
Financial Insights						
	Sales	Sr. Account Executive	New York NY	Leah Barton	lbarton@idc.com	508-935-4336
Health Industry Insights						
	Research	Research Director, Healthcare Provider	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC						
	Consulting	Consulting Director, Financial Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	CS	Inquiry Analyst	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	CS	Inquiry Analyst - Contents Approval	Framingham MA	Stephanie McCallum	smccallum@idc.com	508-935-4056
	Marketing	Product Manager	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Marketing	Product Marketing Specialist	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Director, Market Intelligence Advisory Service	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Director, Sales Enablement Services	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Program Manager, PC Tracker	San Mateo, CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, WW Tracker Program	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Pricing Evaluation Service	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Director, Merchandising and Demand Chain - Global Insights	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Retail Store, Channel and Consumer Strategies	Framingham MA, Irvine CA	Susan Brown	sbrown@idc.com	508-935-4100
	Research	Sr. Research Analyst, Application Development Software	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Business Voice Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Global BPO Services: Market Opportunities by Key Business Processes	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive - Enterprise Financial Major Accounts	Framingham MA	Annmarie Allen	aallen@idc.com	508-935-4137
IDC- Canada						
	Research	Sr. Research Analyst, Canadian Security Market	Toronto Canada	Susan Brown	sbrown@idc.com	508-935-4099
IDG Corporate Services Group						
	IS	Systems Administrator	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Entertainment						
	Sales	Account Executive	San Francisco CA	salesjobs	salesjobs@gampro.com	415-978-3185
	Sales	Account Executive	New York NY	salesjobs	salesjobs@gampro.com	
	Sales	Sales Coordinator	San Francisco CA	salesjobs	salesjobs@gampro.com	
IDG News Service						
	Edit	Online Multimedia Producer	Boston MA	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
	Edit	US Correspondent, Boston	Boston MA	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
InfoWorld						
	Edit	Senior Editor	Boston MA, San Francisco CA	Job Opportunities		
	Sales	Events Sales Manager	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Sales	National Online Sales Leader	San Francisco CA	J. Lynch	jobs@computerworld.com	
	Sales	Online Account Manager	San Francisco CA	Job Opportunities	jobopps@idg.com	
Manufacturing Insights						
	Sales	Sr. Account Executive	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
Network World						
	Edit	Editor in Chief, Demo.com	San Francisco CA	Eric Cormier	careers@nww.com	508-490-6454
	Sales	Account Manager, Demo.com	New York NY, San Francisco CA,	Eric Cormier	careers@nww.com	508-490-6454
	Sales	Client Services Manager	Southborough MA	Eric Cormier	careers@nww.com	508-490-6454
	Sales	DEMO, National Account Manager	New York NY, San Francisco CA,	Eric Cormier	careers@nww.com	508-490-6454
PC World						
	Edit	Assistant Editor	San Francisco CA	Job Opportunities	jobopps@idg.com	
	Edit	Sr. Editor	San Francisco CA	PCW Jobs		
	Sales	East Coast Account Director	Framingham MA	Job Opportunities	jobopps@idg.com	
	Sales	Sales Associate	San Francisco CA	PCW Jobs		
	Sales	Sales Associate	Framingham MA	PCW Jobs		
PC World/Macworld						
	Exec	CEO	San Francisco CA	Piper Sheer	piper_sheer@idg.com	508-935-4600
	Online	Web Designer	San Francisco CA	Job Opportunities	jobopps@idg.com	
WEC						
	Conf	Conference Specialist	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Events	Brand Manager, LinuxWorld	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Events	Brand Manager, MacWorld	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Intern	Marketing Intern	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Mktg	Marketing Specialist	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

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Coming up

European ICT Forum
Sept. 10-11
Berlin
http://www.idc.com/events

IDC's IT Infrastructure Roadshow
Sept. 11
Nairobi, Kenya
http://www.idc-cema.com

The Security Standard
Sept. 10-11
Chicago
http://www.networkworld.com

Computerworld Infrastructure and Management World
Sept. 10-12
Scottsdale, AZ
http://www.imworldusa.com/

IDC Human Resources Forum/New York
Sept. 17
New York City
http://www.idc.com

IDC-Kahn Consulting Inc. Infomation Management Forum/East
Sept. 18
New York City
http://www.idc.com

Vietnam ICT in Finance 2007
Sept. 18-21
Hanoi, Vietnam
http://www.ictfinance.vn

IDC Security Forum
Sept. 19
New York City
http://www.idc.com

IDC Enterprise Data Center Forum
Sept. 20
New York City
http://www.idc.com

InfoWorld Virtualization Executive Forum
Sept. 24-25
New York City
http://www.infoworld.com

DEMOfall '07
Sept. 24-26
San Diego
http://www.networkworld.com

Network World redesigns, adopts magazine format

Change coincides with new digital version that scales to fit users' screens

On July 9, Network World debuted a trimmed-down and toned-up print publication that better reflects its evolving role as one component in an overall media strategy that is now centered online. The weekly, once tabloid size (10.5 by 12 in.), is now magazine size (7.75 by 10.5 inches) and sports a complete redesign.

NETWORKWORLD
Microsoft tries to sell two-tiered grand vision
Gartner analyst: Resist Gig Ethernet
NETWORKWORLD
NAC alternatives hit the mark

The old design (left) made way for the new in early July, the same week that sister publication Computerworld adopted a similar format.

"This was a front-to-back redesign with the goal being to change everything while maintaining enough of our legacy look and feel that people would recognize the product as Network World," said Editor-in-chief **John Dix**. "Design Director **Tom Norton** did a masterful job of that." Dix went on the credit the entire editorial team, including Senior Systems Analyst **Anne Nickinello** who created the new templates as well as the ad operations team which smoothed the shift to the new ad sizes.

Dix said the magazine has "morphed to reflect the fact that the bulk of our efforts today are focused online, and print simply skims the cream." The new magazine concentrates on analysis of news stories that are breaking online daily.

"Covering a major news event is no longer a matter of spending a few days to create one news piece with a sidebar and publishing it a week later," Dix said. "Today a major news event will trigger a fast reaction story online, after which the news team will start amassing resources to swarm on the topic." The resulting online package, he said, may end up including "a deep dive" on the news, a videocast with the principals, a slide show summarizing the sequence of events, polls gauging reader reaction, forums where visitors can register their views, blog posts and links to other relevant content on the Web.

The weekly magazine is now an extension of those efforts and offers the best news analysis, testing, case studies and expert opinion that editors generate during the week, with an emphasis on connecting the dots.

"The new print product also gives readers a sense of the resources that are amassed online," Dix said. "We have two pages devoted to that, one that summarizes important blog entries, new videos and opinions put forth in electronic newsletters and the other summarizing stories that ran online-only."

There has been "loads" of reader feedback, Dix said. "We did [the redesign] at the same time we launched a new digital version of the magazine called iDemand." Instead of continuing to use Zinio, Network World's previous digital-edition supplier, Network World now creates a PDF version that automatically scales to fit users' screens and is designed to simplify navigation, obviating the need to zoom in and out to read content and jump from story to story. Network World is looking to have 10% of its 170,000 subscribers getting the iDemand "e-dition," as NW staff call it, instead of print by year's end. "Feedback on the new size and the iDemand version has been great," Dix said. (For more on Network World's iDemand product, see IDG World Update, May 14, 2007).

Advertisers have been similarly enthusiastic, according to Network World CEO and Publisher **Evilee Ebb**, who said there has been "99.9% acceptance, with just a couple of advertisers wanting reassurance of our vitality."

Contact John Dix at jdix@nww.com. WU

One on one

continued from page 3

DEMO videos have been promoted in Network World's video library with great success, and more recently we reached an agreement with InfoWorld.com to provide DEMO videos. Externally, the syndication possibilities are endless. In July, we inked a deal with Brightcove to extend the reach of our videos throughout the Web that allows us to share video with some of the top media outlets in the world. We are also in direct conversations for syndication with other media outlets and distribute our videos through major video aggregation sites such as YouTube, Yahoo and Google Videos.

Employees may send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

WU

noteworthy people

Promotions

MARYANN DOOLIN

Sambrook

IDG List Services VP of Brokerage Services **Andrew Sambrook** has been promoted to general manager. "Andrew first came to IDG List Services in 1988 as an account executive for Macworld, growing their revenue 18%," said **John O'Malley**, president of IDG Global Solutions and chairman of IDG List Services' Operating Review Board. "He then left for two years to work at Computerworld as an ad representative and returned in 1995 to start the new brokerage division within List Services. Since that time, he has created a strong business with more than 120 clients that include many well-known IT companies. He has grown revenue consistently each year and overall has 19 years in the list and database business, acting as a trusted advisor and strategist to many groups. In 2002 he won the Boviard Star Award for excellence in customer service and was promoted to VP in 2006. He has been selected to participate in IDG's Publishing Institute in 2003 and the Global Media Institute in 2007 for rising executives. With more than 12 years in the brokerage business he understands what customers want of IDG Lists." *asambrook@idglist.com*

IDG Global Solutions (IGS) International Sales Director Asia/Pacific **Michael Mullaney** has been promoted to VP, U.S. and APAC, and will move from Singapore to Framingham, Mass. "Michael joined IDG Global Solutions U.K. seven years ago," said **John O'Malley**, IGS president. "He demonstrated his sales skill by growing business from smaller clients and agencies into some of IGS's biggest accounts." After four years as U.K. associate director, he moved to media development director for Europe, picking up a President's Award for highest revenue gained in one year. In 2005 he moved to IGS Asia Pacific in Singapore. In his first year he grew IGS revenues there 466%. He was instrumental in the first regional podcast program for IDG and the first regional APAC Webcast program. "With more than nine years experience in international media and first-hand experience working in the Middle East, Europe and Asia Pacific to add to his excellent record inside of IDG, I cannot think of anyone more highly qualified to lead IGS U.S. and APAC forward," O'Malley said. *michael_mullaney@idg.com*

New employees

IDG WORLD UPDATE

Idilliler

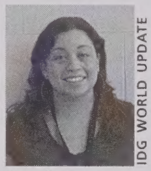
Melody Idilliler joins IDG Entertainment as an account executive for GamePro; she was previously business development manager at Office Depot's corporate office. A graduate of San Jose (Calif.) State University, she holds a B.A. in advertising. Her interests include reading, following the San Francisco Giants, cooking nd increasing the size of her 1 ½ lb. rubber-band ball. *midilliler@idg-entertainment.com*

New at IDC Australia is Human Resources Consultant **Jennifer Nixon**. She joins IDC from NCR where she was a staffing consultant across Australia, New Zealand and Southeast Asia; prior to NCR she worked for Datacom Connect as an in-house recruitment consultant. She is currently completing a business degree, majoring in human resource management and industrial relations at the University of Western Sydney. She also holds an advanced diploma in business (human resources) and a Certificate IV in workplace assessment and training. *jnixon@idc.com*

IDG WORLD UPDATE

Wells

New at IDG Entertainment is Associate Web Designer **Brandon Wells**. He previously worked as a freelance Web and graphic designer with Surpassing Design and holds a B.S. in interactive media design from the Art Institute of California in Orange County. *brandon_wells@idg-entertainment.com*


IDG WORLD UPDATE

Cuadra

Previously a product support specialist with Activant Solutions, Inc., **Karla Cuadra** is now an advertising operations coordinator with IDG Entertainment. She is currently pursuing a B.A. in marketing and international finance at Golden Gate University in San Francisco and enjoys travel, shopping and spending time with her family and friends. *kcuadra@idg-entertainment.com*

Azuan Farees Sahil joins IDC Malaysia as an associate IT administrator. He previously worked at Technology University Malaysia in Kuala Lumpur as an IT executive in charge of the school's IT administration. He earned a diploma in multimedia and computing from Telekom Training College in Kuala Lumpur. In his free time he enjoys online gaming and paintball. *asahil@idc.com*

IDC Taiwan has hired **Helen Chiang** as research manager with its PC and Peripherals Research group. She was previously with Inventec Corp., where she managed the market intelligence team and analyzed industry, customer and competitor information. She holds an M.A. in telecommunication from Taiwan's National Chung Cheng University. Fluent in both Chinese and English. she enjoys hiking with her family. *hchiang@idc.com*

Also new at IDC Taiwan is Marketing Manager **Joyce Shen**. Prior to joining IDC, she was a senior marketing specialist with National Instruments, where her roles includes planning and executing marketing campaigns, events, database marketing, direct mailing, advertising and public relations. She holds two master's degrees, one in advertising from Taiwan's Chengchi University and the other in MIS from the University of Arizona. *jshen@idc.com*

IDC Taiwan has hired **Peter Chiang** as an account manager. He has more than eight years of experience in IT sales and account and product management, Hewlett-Packard, Compaq and most recently with Stark Technology. Fluent in both Chinese and English, he holds a B.A. in international trade from Taiwan's Tunghai University. *pchiang@idc.com*

Returning employees

Previously Network World's senior director of client services, **Sharon Stearns** returns to IDG as lead program analyst for IDG Connect. A graduate of Merrimack College in North Andover, Mass., she holds a B.S. in marketing. In her free time she enjoys golfing, skiing and boating and tries to "find a comfortable work-life balance and enjoying time with my family." *sharon_stearns@idg.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Gebhard Osterwalder *IDG Switzerland*

18
Asle Reium *IDG Norway*
Brad Christenson *IDC*
Simon Salamon *IDC*
Debbie Bernardi *IDC*

17
George Bulat *IDC Canada*
Thomas Roos *IDG Sweden*

16
Sabrina Chummun *IDG France*
Kateline Renaudin *IDG France*
Maria Grazia Tripodi *Nuov@Periodici Italia*

15
Hermann Apfelboeck *IDG Germany*
Uwe Kielmann *IDG Germany*
Josef Kreitmair *IDG Germany*
Maryse Gros *IDG France*
Juan Ramon Melara *IDG Spain*
Michael Wallace *IDC*
Sally Hudson *IDC*
Alyson Morales *IDC*

14
Urszula Imbirska *IDG Poland*
Carol Glasheen *IDC*
Cheryl Talamini *IDG*

13
Ruzena Holikova *IDG Czech*
Jean-François Macanda *IDG France*

12
Caryn Bousquet *IDC*
Danielle Levitas *IDC*
Gemma Dietrich *IDC*
Keith Kmetz *IDC*

11
Jana Jizbova *IDG Czech*
D.H. Oh *IDC Korea*
Peter Holmgren *IDG Sweden*
James Walker *Macworld U.K.*
Michael Cousins *IDC*
Mary Steeves *IDC*
Jose Rodriguez *IDC*

10
Thomas Rau *IDG Germany*
Margit Rützel *IDG Germany*
Andrzej Garwolinski *IDG Poland*
Christopher Dawe *IDC*
Warren Childs *IDC*

9
Bianca Aumeyer *IDG Germany*
Cord Moeller *IDG Germany*
Joel Peteul *IDG France*
Elzbieta Jezierska *IDG Poland*
Sujay Bhattacharya *IDC Singapore*
Amy Konary *IDC*
John McNulty *IDC*
Lloyd Kosh *IDC*
Shirley Clute *IDC*

8
Christoffer Gullestrup *IDC Nordic/Denmark*
Torben Daarbak *IDG Denmark*
Christine Liber *IDG France*
Malgorzata Majer *IDG Poland*
Mario Nagano *IDG Brazil*
Kyung-Hee Lee *IDC Korea*
Sandie Breese *IDC Singapore*
Bryan Ma *IDC Singapore*
Cushing Anderson *IDC*
Hoang Nguyen *IDC*
Lee Levitt *IDC*

7
Terje Edwardsen *IDG Norway*
Michael Mullaney *IDG Global Solutions EMEA*
Jean Royne *IDG France*
Magdalena Sobkowicz *IDG Poland*
Krystyna Kmiecinska *IDG Poland*
Lianfeng Wu *IDC China*
Alexander Weis *IDC*
Charles Kolodgy *IDC*
Filomena Cherta *IDC*
Judith Hodges *IDC*
Susan Kevorkian *IDC*
Daniel Corsetti *IDC*
Hilaire Perry *IDC*
Rebecca Pardo *IDC*
Wade Munson *IDC*

6
Julia Huber *IDG Germany*
Daniel Visarius *IDG Germany*
Bärbel Zöger *IDG Germany*
Jun Miyamoto *IDC Japan*
Claudia Bardola *IDG Switzerland*
Olivier Cohen *IDC France*
Andy Martin *IDG U.K.*
Leslie Bachand *IDC*

5
Jonas Triebel *IDG Germany*
Henry Ernst *IDG Germany*
Kerstin Krockauer *IDG Germany*
Ralph Troll *IDG Germany*
Matt Rogers *IDG Australia*
Rick van Dijk *IDG Netherlands*
Roberto da Silva Gois *IDC Brazil*
Fredrik Sundwall *IDG Sweden*
Ida Hasselrot *IDG Sweden*
Tony Strattner *IDC*
Julie Fabbrucci *IDC*
Michael Shirer *IDC*

4
Michael Graf *IDG Germany*
Per-Arne Sandegren *IDC Nordic/Sweden*
Cristiane Santos *IDG Brazil*
Andreas Leijon *IDG Sweden*
Andrew Penfold *Digit U.K.*
Alan Elworthy *IDC*
Samanta Paulino *IDC Miami*
Susan Skowronski *IDC*

3
Thamar Thomas-Issbruecker *IDG Germany*
Melanie Scott *IDG Germany*
Wolfgang Koser *IDG Germany*
Roland Wolf *IDG Germany*
Krista Collins *IDC Canada*
Peter Pool *IDG Netherlands*
Marc di Rosa *IDG France*
Denis Arcieri *IDC Brazil*
Paula Bardera *IDG Spain*
Luiz Roschel *IDG Brazil*
Ye-Ri Park *IDC Korea*
Carol Ma *IDC Taiwan*
Peter Nilsson *IDG Sweden*
Anita Potnis *IDC*
Eileen Joseph *IDC*
Lisa Rowan *IDC*
Joaquim Menezes *IT World Canada*

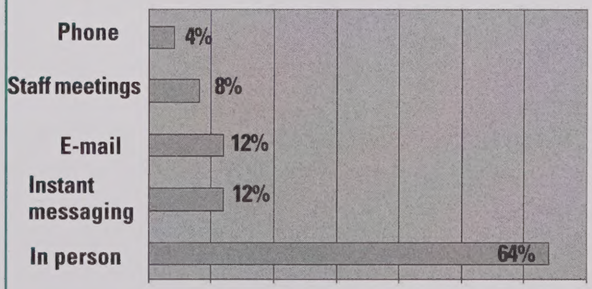
2
Brian Troelsen *IDG Nordic/Denmark*
Björn Stockman *IDG Norway*
Vito Mabrucco *IDC Canada*
Jessica Ross *IDG Australia*
Pascal Hakim *IDG Australia*
Miwako Suzuki *IDC Japan*
Selma Er *IDG Netherlands*
Fabiana Cassaro *IDC Brazil*
Haydee van de Berg *IDC Benelux*
Delia Heng *IDC Singapore*
Lisa Bjerre *IDG Sweden*
Magnus Elfving *IDG Sweden*
Elizabeth Conner *IDC*
Elizabeth Curtis *IDC*
Heather Richards *IDC*
John Grady *IDC*
Lynne Dunbrack *IDC*
Laura DuBois *IDC*
Roberta Powell *IDC*
Lisa O'Brien *IDC*
Tokihara Nagayama *IDG Japan*

1
Oliver Fahle *IDG Germany*
Staffan Södermann *IDC Nordic/Sweden*
Carsten Schmidt *IDC Nordic/Denmark*
Henrik Vig *IDG Denmark*
Peter Nicolai Devantier *IDG Denmark*
Marcela Diaz *IDC Chile*
Dominika Pawlak *IDG Poland*
Dariusz Szczepura *IDG Poland*
Rafael Gomez *IDC Mexico*
Claudiane Silva *IDG Brazil*
Rodolfo Sakai *IDG Brazil*
Harish Taori *IDC Singapore*
Madelene Hellström *IDG Sweden*
Roland Widlund *IDG Sweden*
Eric Rasmussen *IDC*
Francis Dunne *IDC*
Heather Levinson *IDC*
Shannon Roche *IDC*
Brett Waldman *IDC*
Jenny Whitmer *IDC*
Janice Young *IDC*
Teresa Tassone *IDC*
Judith Carr *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column may send the appropriate information to *IDG World Update* at world_update@idg.com.

Question of the Week for Aug. 20

What do you consider the most effective way to communicate with other employees in your office?



Log on to www.idgcentral.com to vote on this week's question: When you're out and about, what device do you use most to check the time?

quick poll survey

The editors of IDG World Update recently asked IDG employees for their biggest work- or office-related pet peeve.

"People who use CorpSpeak. My least favorites are:
- Bio break (a chance to use the restroom)
- Touch base (I don't want anyone touching my base)
- Ping me (I don't want anyone to ping me, it sounds painful)
- My bad (which has crossed over to common usage; My issue? Poor grammar.)
- Out of the box
- Close the loop
- Empower"

— ***Karen Wilde**, Network World regional account director*

"My biggest office-related pet peeve is when messes are left in common areas. I realize that my penchant for tidiness and order is on the obsessive side, and I don't expect that people will be as focused on cleanliness as I am, but it really bugs me when splatters aren't cleaned out of the microwave or when the office kitchen sink has food debris left in the drain or when the copier room is a mess. By and large, though, I don't have many complaints about the office and conduct of my beloved colleagues. I'm certain this is because I once worked in a newspaper bureau office with a reporter who trimmed his nails — finger and toe — while he was sitting at his desk. He used huge scissors to clip his nails, and nail chunks would fly all over. I have not witnessed anything remotely approaching that sort of office (mis)behavior since."

— ***Nancy Weil**, IDG News Service managing editor*

"Long-forgotten leftovers in the office refrigerator. I want to hear what they served at the 1999 Webby Awards, not smell it."

— ***Stephen Lawson**, IDG News Service senior U.S. correspondent*

"With e-mail, hitting Reply to All when it just isn't necessary can be pretty annoying."

— ***Eric Cormier**, Network World human resources manager*

"People who disappear after a couple of e-mails and phone calls. It has happened both in IDC and with prospects, and, at least in Israel, we consider it very unprofessional behavior."

— ***Asaf Lev**, IDC Israel business development director*

"My pet peeve at work are people who have to print off every e-mail they receive."

— ***Samantha Saunders**, CIO Executive Council Australia program manager*

"Conversations that should be kept private: I had a former co-worker, sitting in a cube next to mine, explain to their doctor this awful problem they were having in full nauseating detail. Find a conference room!"

— ***Jason Meserve**, Network World multimedia editor*

"I've got two: Blackberry addicts who can't have a conversation without taking a call or replying to an e-mail, and job candidates who tell you they are 'perfect for the job' or 'a real people person.'"

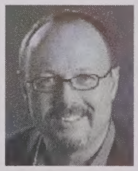
— ***Alana Dros**, IDG HR Services division director*

"My biggest work-related pet peeve is people who spill some coffee in the passageway and don't take the effort to clean it."

— ***Rob Koghee**, IDG Netherlands marketing director*

"My family constantly pokes fun at me because they can't leave their coffee cup on the counter for even a minute before I pick it up and put it in the dishwasher. That said, I'd have to say my biggest office pet peeve is people who leave their dirty dishes in the kitchen sink!"

— ***Charlotte McCormack**, IDG World Expo public relations manager*



"Meetings that start late and people who show up late for meetings."

— ***John Gallant**, Network World president and editorial director*

"People who answer non-critical cellphone calls in the middle of a meeting."

— ***Antti Oksanen**, director, Online & Partnerships, Talentum Media Oy*

"People who don't refill the coffee canisters with coffee. I'm happy to make it, but could you fill the canister when you use the last of it, please!"

— ***Jeff Oterson**, IDG Central Services telecommunications manager*

IDG Calendar Contest deadline is Sept. 17

'08 edition
coming soon!
2007
Employee Calendar
IDG

Don't delay! Prize money awaits the top three winners of IDG's annual calendar contest; global fame for all 12 finalists. See the home page of IDG Central (http://www.idgcentral.com) for the link to complete contest details.

IDG WorldUpdate

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

IDG **World** Update

10 SEPTEMBER 2007
VOLUME 37, NUMBER 29

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

IDG India employs unique recruitment effort

IDG Rookie Program attracts talented entry-level employees, creates buzz

Faced with the need to quickly fill about a dozen entry-level positions including writers, technical reviewers, DVD editors and sales and marketing professionals, IDG India latched onto a unique idea that not only attracted more than 300 candidates from across the country but also generated some positive buzz for the company and proved more cost-effective than running advertisements in newspapers or turning to recruitment firms. It also targeted a group predisposed to be motivated to join IDG: loyal readers.

Twenty-one candidates who excelled on an online screening test were invited to IDG India's Bangalore headquarters to meet with staff on a Sunday in August. Six were offered positions that day.

Dubbed the IDG Rookie Program, the campaign was designed to attract young, enthusiastic tech-savvy individuals to the company, explained **Gaurav Prakash**, product manager for IDG India's Channelworld title. Because most of the open positions were at the company's one-year-old PC World title, the advertisement ran as an insert in the July issue of that publication as well as a banner ad on http://www.pcworld.in.

Online registration for the IDG Rookie program was open through the first two weeks of July. Registered candidates were sent a login ID and password and invited to take an online aptitude test on July 15. The test consisted of three parts: general En-

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Inside this issue

Event organizers aim for cross-unit collaboration *page 2*

July publication profit margin report *page 2*

One on one IDG's Director of Corporate Communications Susanna Hinds *page 3*

IDG's Photo Calendar Contest ends Sept. 17 *page 8*

IDG Denmark's online business guide driving revenue

Popular site integrates Computerworld editorial and recruitment database

Like IDG business units around the globe, IDG Denmark strives to be the preferred choice for IT decision makers looking for information and guidance related to their IT purchasing decisions. In keeping with this goal, three years ago the business unit launched The Business Guide, a 92-page directory containing information about more than 1,200 IT companies in the Danish market. The guide is bundled with subscribers' issues of Computerworld and a copy is sent to each company listed. In June, the third edition of this popular resource, which is complemented by an online guide on http://www.Computerworld.dk , rolled off the presses.

92
COMPUTERWORLD
BRANCHE GUIDEN
1200+
danske it-virksomheder
Hvad kan de? Hvor store er de? Hvor bor de?
2007

This free directory of Danish IT companies is bundled with subscribers' issues of Computerworld.

Indexed into 25 categories such as Business Intelligence, Server and Storage, and CMS Providers, the guide includes information such as addresses, telephone numbers, number of employees, product offerings and core competencies for each company listed. While the listing is free, companies may purchase ads in the Business Guide and can pay for preferred placement.

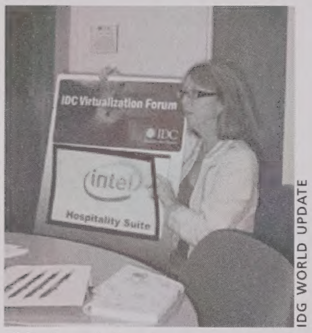
The online Business Guide is a fully searchable resource that not only contains the same information as the print version but includes links to all the articles and blogs written by Computerworld staff that reference individual companies in the guide. "There are a couple of

continued on page 5

newsworthy in brief

Event organizers aim for cross-business unit collaboration

Event planners from IDC, CXO Media, Network World and Computerworld met last month to brainstorm conference-organizing ideas, share experiences about vendors and venues and explore ways they can collaborate to save time and money.



IDC's **Joan Jolley** demonstrated a magnetic sign that can be reused for multiple room or direction changes during an event.

IDG WORLD UPDATE

From left: CXO Media Director/Event Development **Deb Begreen**, Network World Director of Event Operations **Dale Fisher** and Compuerworld Director of Event Management **Michael Meleedy**. Back: Director of Operations and Custom events/IDC U.S. Conference Group **Joan Jolley**.

Joan Jolley, director of operations and custom events for IDC's U.S. Conference Group, coordinated the gathering, which included Computerworld Director of Event Management **Michael Meleedy**, CXO Media Director/ Event Development **Deb Begreen** and Network World Director of Event Operations **Dale Fisher**.

"The group was formed last year in an effort to combat the sellers' market we faced individually with hotels. It made sense to work together to show our full-business potential as a group to hotels," Jolley said. "We also wanted to look at other logistics suppliers to combine RFPs or purchases when it makes sense to drive expenses down even further for companies like decorators or items such as signs, badges and premiums."

At last month's meeting the group developed a list of almost two dozen items to follow up. Among the accomplishments to date:

- Meleedy brought on a new member of the group, InfoWorld Event Director **Amy Dion**.
- Begreen and Dion asked the group for recommendations for good contract workers. Both got several replies and are meeting with candidates.
- Jolley used Meleedy's bottled-water contractor to order bottles with the IDC logo for an upcoming event at a savings of $5,000 compared with her previous contractor.
- Jolley met with Begreen's recommended production company and will soon sign it to improve the production and staging of three IDC events while saving approximately $50,000. In addition, she introduced the company's representative to Meleedy, who is considering the company for one of his events.
- Members submitted their companies' 2008 event schedules to Jolley, who compiled the list and distributed it to the IDC/IDG reception desk at 5 Speen St. in Framingham so the incoming calls about those events can be easily routed to the correct contact person.

The group meets occasionally, though much of their exchange occurs informally via e-mail, phone or conference call. Event planners at other business units are welcome to participate.

Write to jjolley@idc.com.

WU

Full July publication profit margin report on IDG Central

Each month, IDG's wholly owned pubications in seven of the company's global product lines are ranked in descending order of profit margin. Below is a partial list for July. The full report is available on IDG Central.

CW/IW publications
1. Computerworld Poland
2. China Computerworld
3. Computerworld Romania
4. Computerworld U.S.
5. Computerwoche (Germany)

PC World publications
1. PC Advisor (U.K.)
2. PC for Alla (Sweden)
3. PC World U.S
4. PC World Hungary
5. PC Tipp (Switzerland)

Macworld publications
1. Macworld U.K.
2. Macworld U.S.
3. Macworld Espana (Spain)
4. Macwelt (Germany)

Networking publications
1. China Telecom World
2. Network World (Japan)
3. Networld (Poland)
4. Natverk & Kommunikation (Sweden)
5. China Network World

Reseller publications
1. Australian Reseller News
2. China Computer Partner World
3. Computer Partner (Germany)
4. Dealer World (Spain)

Games publications
1. GameStar (Hungary)
2. GameStar Germany)
3. GamePro (Germany)
4. GamePro (U.S.)

CIO publications
1. CIO U.S.
2. China CEOCIO
3. CIO Japan
4. CIO Germany
5. CIO Australia

If you need a logon for IDG Central, use the link at www.idgcentral.com to request one.

Fast fact

InfoWorld.com set a visitor site record in August: 1,615,553. During the same month, the site logged its second highest number of page views: 3,166,004.

Read more about what drove these achievements in Reinventing Media, a blog written by InfoWorld.com GM **Virginia Hines** available on IDG Central.

one on one the interview

Susanna Hinds
The director of Corporate Communications, IDG Global Headquarters, is this week's columnist. Reach her at susanna_hinds@idg.com.

What's a key misconception people have about your job?

A lot of people assume I write press releases for a living. It's a misconception that press releases generate all press coverage. Press releases are often used to support new product launches or survey findings and they can be an effective way to report financial results, personnel changes or corporate awards. Press releases aren't, however, effective in securing feature coverage about a company or CEO. If the goal is building a personal or corporate reputation, that's achieved by providing journalists with access to senior executives. To secure an interview, I often adapt the same IDG story "pitch" to suit a journalist's needs.

For example, in December the *New York Times* ran a photo and caption about **Pat McGovern**'s holiday card distribution. In August, the Boston Business Journal used the same story as a lead-in to an article on how prominent CEOs keep in touch with employees as their companies have grown. The example pitched to the journalists was the same — the pitches were just tailored to the season and the overall article. A good story has a lot of life to it…who says you can't sell Christmas in July?

Q What is your role at IDG?

A My primary mission is to increase the visibility of IDG, in both the business community and with the public at large, in ways that benefit IDG's business interests worldwide.

I also handle corporate communications for the chairman's office such as speaking engagements and support for visiting dignitaries and foreign press delegations.

Q How do you increase IDG's visibility worldwide?

A You create opportunities in the business press to tell a great story. Business press readers around the world are interested in compelling stories about why companies were founded and how companies remain successful in changing market conditions. They are also interested in the personal stories and long-term vision of successful entrepreneurs. We're fortunate that IDG has many great stories and that **Pat McGovern** is a consummate entrepreneur.

Q So how does storytelling advance IDG's business interests?

A In 2004, we set out to increase IDG's visibility in the business press by highlighting the company's global dominance in ways that furthered the perception of IDG as a global media company. At the time, IDG was known as a publishing company and to the business press, publishing equaled print. To ensure IDG would be well-positioned to take advantage of the changing media landscape, we set out to position IDG as a global media company. By focusing on IDG's global dominance we create perceived barriers to entry for competitors considering entering new or emerging markets.

> *In 2007, we introduced the message that "IDG had transitioned into a Web-centric information company."*

To ensure the stories that appeared in the business press supported our objective, we focused on a few key points: "IDG has no true global competitor," "IDG is uniquely capable of adapting to global changes in market conditions," and "Pat McGovern is a visionary at entry into emerging markets." In 2007, we introduced the message that "IDG had transitioned into a Web-centric information company." In interviews, Pat wrapped these key messages in interesting business stories that appeared in print as "rivals laughed when IDG set up a VC fund in China — now they're rushing in" or how Edmund C. Berkeley's "Giant Brains" was "the book that led to an empire."

should have been
deleted -- see online
version from IDG
Central which
follows this issue.
↓

Q So is the stra

A BusinessWeek

ate," Investor's Business Daily identified IDG as a "media powerhouse spanning 85 countries," and Pat McGovern got top billing in the "global media mogul" section in the 2006 edition of the Forbes 400.

While the business press is restating the positioning, the true test of whether it's working is from IDG's prospective customers and partners. When a prospect says "IDG is the only company with global reach," we know the message is resonating. Recently, I was pleased when an executive at a publishing company said, "We know if we want to enter certain foreign markets we need to talk about partnering with IDG."

Q How was IDG's transition to a Web-centric information company received by the business press?

A The business press expressed interest but needed proof that IDG was truly committed to the transition before they would cover the story. Once InfoWorld announced it was moving to an online-only format several journalists wrote stories. As examples from other IDG business units become available, I'll update business journalists accordingly.

The most in-depth coverage of IDG's new web-centric approach ran in an influential PBS blog, MediaShift. Pat's interview (http://www.pbs.org/mediashift/2007/03/digging_deeperinfoworld_leads.html) with blogger Mark Glaser ran at length and generated lots of commentary. Since blogs are interactive and conversational, they can provide a unique opportunity to discuss and debate corporate strategy, provided the blogger is well-informed and suitably influential.

Q So is the blogosphere now considered business press?

A No, but blogs are part of the overall media landscape, and they can be highly influential sources for breaking news or topics that lend themselves to opinion and discussion. Blogs, like all media outlets, vary widely around the world, and it's important to remember that blogs are broken out by language rather than geography.

continued on page 4

the interview

one on one

Susanna Hinds
The director of Corporate Communications, IDG Global Headquarters, is this week's columnist. Reach her at susanna_hinds@idg.com.

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For example, in December the *New York Times* ran a photo and caption about **Pat McGovern**'s holiday card distribution. In August, the Boston Business Journal used the same story as a lead-in to an article on how prominent CEOs keep in touch with employees as their companies have grown. The example pitched to the journalists was the same — the pitches were just tailored to the season and the overall article. A good story has a lot of life to it…who says you can't sell Christmas in July?

Q What is your role at IDG?

A My primary mission is to increase the visibility of IDG, in both the business community and with the public at large, in ways that benefit IDG's business interests worldwide.

I also handle corporate communications for the chairman's office such as speaking engagements and support for visiting dignitaries and foreign press delegations.

Q How do you increase IDG's visibility worldwide?

A You create opportunities in the business press to tell a great story. Business press readers around the world are interested in compelling stories about why companies were founded and how companies remain successful in changing market conditions. They are also interested in the personal stories and long-term vision of successful entrepreneurs. We're fortunate that IDG has many great stories and that **Pat McGovern** is a consummate entrepreneur.

Q So how does storytelling advance IDG's business interests?

A In 2004, we set out to increase IDG's visibility in the business press by highlighting the company's global dominance in ways that furthered the perception of IDG as a global media company. At the time, IDG was known as a publishing company and to the business press, publishing equaled print. To ensure IDG would be well-positioned to take advantage of the changing media landscape, we set out to position IDG as a global media company. By focusing on IDG's global dominance we create perceived barriers to entry for competitors considering entering new or emerging markets.

> *In 2007, we introduced the message that "IDG had transitioned into a Web-centric information company."*

To ensure the stories that appeared in the business press supported our objective, we focused on a few key points: "IDG has no true global competitor," "IDG is uniquely capable of adapting to global changes in market conditions," and "Pat McGovern is a visionary at entry into emerging markets." In 2007, we introduced the message that "IDG had transitioned into a Web-centric information company." In interviews, Pat wrapped these key messages in interesting business stories that appeared in print as "rivals laughed when IDG set up a VC fund in China — now they're rushing in" or how Edmund C. Berkeley's "Giant Brains" was "the book that led to an empire."

Q So is the strategy working?

A BusinessWeek called IDG "a global conglomerate," Investor's Business Daily identified IDG as a "media powerhouse spanning 85 countries," and Pat McGovern got top billing in the "global media mogul" section in the 2006 edition of the Forbes 400.

While the business press is restating the positioning, the true test of whether it's working is from IDG's prospective customers and partners. When a prospect says "IDG is the only company with global reach," we know the message is resonating. Recently, I was pleased when an executive at a publishing company said, "We know if we want to enter certain foreign markets we need to talk about partnering with IDG."

Q How was IDG's transition to a Web-centric information company received by the business press?

A The business press expressed interest but needed proof that IDG was truly committed to the transition before they would cover the story. Once InfoWorld announced it was moving to an online-only format several journalists wrote stories. As examples from other IDG business units become available, I'll update business journalists accordingly.

The most in-depth coverage of IDG's new web-centric approach ran in an influential PBS blog, MediaShift. Pat's interview (http://www.pbs.org/mediashift/2007/03/digging_deeperinfoworld_leads.html) with blogger Mark Glaser ran at length and generated lots of commentary. Since blogs are interactive and conversational, they can provide a unique opportunity to discuss and debate corporate strategy, provided the blogger is well-informed and suitably influential.

Q So is the blogosphere now considered business press?

A No, but blogs are part of the overall media landscape, and they can be highly influential sources for breaking news or topics that lend themselves to opinion and discussion. Blogs, like all media outlets, vary widely around the world, and it's important to remember that blogs are broken out by language rather than geography.

continued on page 4

IDG Rookie Program

continued from page 1

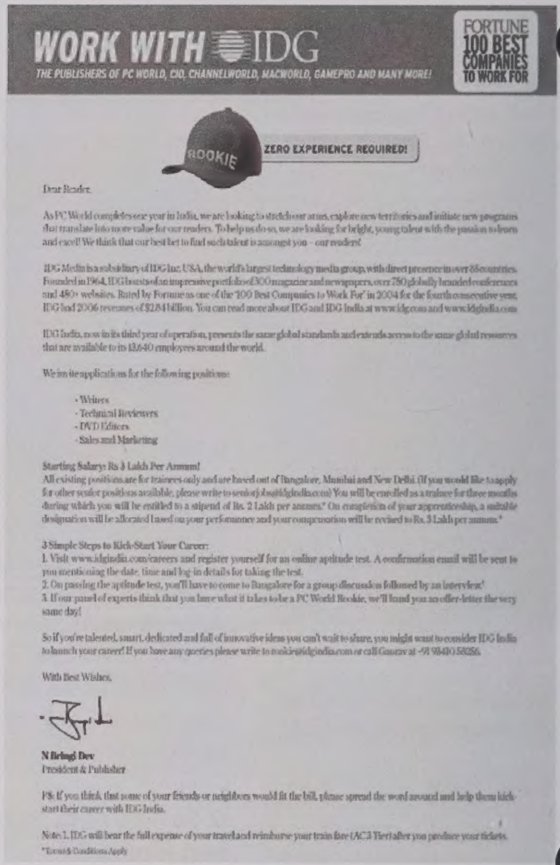
glish; technical awareness; and general awareness, which included questions on current events, books and authors, history and basic science. It was open for just one day and candidates were required to complete it in a single 30-minute sitting. The test consisted of 60 multiple choice questions, randomly selected from a question bank of 750 questions, ensuring that no two tests were exactly the same.

Of the 160 candidates who completed the online test, some 45 were sent letters inviting them to the company's Bangalore headquarters on Sunday, Aug. 5, for a group discussion and personal interview. IDG India reimbursed travel expenses for candidates traveling from cities outside of Bangalore.

> *"We reasoned that finding talented, tech savvy young people is best achieved through our PC World reader base."*
>
> *-- Gaurav Prakash, product manager, Channelworld*

Twenty-one people attended the general discussions, which were led by small groups of PC World India staff members. A large number of IDG India employees including company President **Bringi Dev** and CEO **Louis D'Mello** were on hand to assist with the interviews. Following these, six prospects were handed offer letters on the spot; three of these individuals are currently participating in a three-month internship program; two more will begin in mid-September.

"We were hard pressed for talent," Prakash said, "and finding the right people at the right cost has been a challenge. The process of selecting candidates individually and then evaluating them was too tedious and required continuous involvement of the top management. Hence we decided to create a mass awareness program that could help us to fill in the vacant positions in one go. And we reasoned that finding talented, tech savvy young people is best achieved through our PC World reader base."



WORK WITH IDG

THE PUBLISHERS OF PC WORLD, CIO, CHANNELWORLD, MACWORLD, GAMEPRO AND MANY MORE!

FORTUNE 100 BEST COMPANIES TO WORK FOR

ROOKIE

ZERO EXPERIENCE REQUIRED!

Dear Reader,

As PC World completes one year in India, we are looking to stretch our arms, explore new territories and initiate new programs that translate into more value for our readers. To help us do so, we are looking for bright, young talent with the passion to learn and excel! We think that our best bet to find such talent is amongst you – our readers!

IDG Media is a subsidiary of IDG Inc. USA, the world's largest technology media group, with direct presence in over 85 countries. Founded in 1964, IDG boasts of an impressive portfolio of 300 magazine and newspapers, over 750 globally branded conferences and 450+ websites. Rated by Fortune as one of the '100 Best Companies to Work For' in 2004 for the fourth consecutive year, IDG had 2006 revenues of $2.84 billion. You can read more about IDG and IDG India at www.idg.com and www.idgindia.com

IDG India, now in its third year of operation, presents the same global standards and extends access to the same global resources that are available to its 13,640 employees around the world.

We invite applications for the following positions:

- Writers
- Technical Reviewers
- DVD Editors
- Sales and Marketing

Starting Salary: Rs 3 Lakh Per Annum!
All existing positions are for trainees only and are based out of Bangalore, Mumbai and New Delhi. (If you would like to apply for other senior positions available, please write to [illegible]) You will be enrolled as a trainee for three months during which you will be entitled to a stipend of Rs. 2 Lakh per annum.* On completion of your apprenticeship, a suitable designation will be allocated based on your performance and your compensation will be revised to Rs. 3 Lakh per annum.*

3 Simple Steps to Kick-Start Your Career:
1. Visit www.idgindia.com/careers and register yourself for an online aptitude test. A confirmation email will be sent to you mentioning the date, time and log-in details for taking the test.
2. On passing the aptitude test, you'll have to come to Bangalore for a group discussion followed by an interview.[1]
3. If our panel of experts think that you have what it takes to be a PC World Rookie, we'll hand you an offer-letter the very same day!

So if you're talented, smart, dedicated and full of innovative ideas you can't wait to share, you might want to consider IDG India to launch your career! If you have any queries please write to rookie@idgindia.com or call Gaurav at +91 98410 58256.

With Best Wishes,

N Bringi Dev
President & Publisher

PS: If you think that some of your friends or neighbors would fit the bill, please spread the word around and help them kick-start their career with IDG India.

Note: 1. IDG will bear the full expense of your travel and reimburse your train fare (AC 3 Tier) after you produce your tickets.
*Terms & Conditions Apply

This insert, inviting interested candidates to apply for three-month internships with the promise of full-time work for successful trainees, appeared in the July anniversary issue of PC World India. The one-year-old publication has a circulation of 80,000.

Prakash said the program was a great success and will "most certainly" be repeated.

For more information, contact Gaurav Prakash at gaurav_prakash@idgindia.com.

One on one

continued from page 3

A recent Technorati-Edelman survey found that 39% of all blog posts are in English. Interestingly, more than a third of English-speaking bloggers surveyed said the primary reason they blog is "to raise their visibility as an authority in my field." This held true across the many nationalities represented by English speakers and means that a sizable portion of these bloggers are receptive to gaining access to information or interviews that would reinforce their authority or influence in their field.

This is a direct contrast to Japanese speakers who represent 33% of all blog posts. Less than 5% of Japanese speaking bloggers said they blog to "raise their visibility as an authority" choosing overwhelmingly (70%) to blog "to create a record of their thoughts."

Q Can PR people influence bloggers to cover their company?

A Many English-speaking bloggers are interested in access to thought-leaders in fields they blog about and welcome the opportunity to interview executives. Bloggers are also interested in interesting content they can link to.

PC World (U.S.) has had success providing links to their content to influential bloggers. The benefit of these links is that when bloggers include them they drive traffic to pcworld.com.

IDG Denmark Business Guide

continued from page 1

other business guides available in print and online," said **Jacob Villum**, head of online development at IDG Denmark, "but none of them include editorial content about the companies. The fact that we do gives us quite an edge in this market."

"We wanted to create a site where IT decision makers can, at any time, find the latest information about any of Denmark's IT companies," explained **Peer Jensen**, head of online sales. "The online guide contains all the same information that is found in print but also includes data for the past three years as well as links to editorial content and links to the individual company's Web sites."

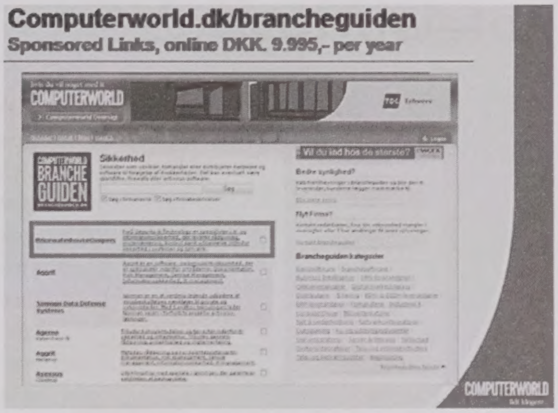
Users can monitor any of the companies in the guide by subscribing to an e-mail service that will alert them when new content is published about the selected companies.

> *"The online Business Guide has become a serious revenue driver."*
>
> *-- Peer Jensen, head of online sales*

"The online Business Guide has become a serious revenue driver," Jensen noted. In the past, print and online sales for the guide were done once a year several months prior to the publication of the printed guide. This year, Jensen said, online sales are ongoing and so far, "we have been able to resell 75% of last year's advertisers and sales to date are up 40% compared with last year."

"We offer various advertising packages, including a combination of advertising in the print and online version of the Business Guide," Villem said. Companies can have their logo and a URL for their Web site on their page in the guide as part of an advertising package. They can also pay to get a top placement on the category page, where different companies in the category are indexed alphabetically. This includes top placement on the Computerworld.dk search result page similar to way Google operates.

When an article about a company that has paid for an advertisement runs on Computerworld.dk, a special ad near the article directs readers to the company page in the online Business Guide. For all companies — those that purchase advertising and those that don't — there are links from articles if their company name is used in the article or the article is about the company.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Sponsored Links, online DKK. 9.995,- per year
COMPUTERWORLD
COMPUTERWORLD BRANCHE GUIDEN
Sikkerhed
Vil du ind hos de største?
Bedre synlighed?
Flyt Firma?
Brancheguiden kategorier
COMPUTERWORLD

Companies can pay to get a top placement on the category page of the online guide, where different companies in the category are indexed alphabetically.

The online Business Guide is also tied into IDG Denmark's job site, http://www.Jobworld.dk. When a company in the Business Guide is looking for new employees using Jobworld.dk, there will be a link on their job ad that takes job seekers to their company page on the online Business Guide.

Among several enhancements currently being explored, Villem said his team is considering allowing companies to pay to publish their press releases on their company page in the online guide. "As the press releases will be tagged with keywords, we can place targeted links anywhere in our online universe in the right context. We think the companies will love the idea that we can place a link to their latest press release in an article on Computerworld.dk, whenever we are writing about the company itself or about the company's business area."

For more information contact Jacob Villum at j.villum@idg.dk or Peer Jensen at p.jensen@idg.dk. The online guide may be seen at http://www.computerworld.dk/brancheguiden. WU

Contribute to the discussion

If you'd like to read more on the Community Gardening blog or join the conversation for that or any of the other employee blogs, visit IDG Central. You may request a password at http://www.idgcentral.com.

Employee blog: Dealing with sock puppets

PC World and Macworld Online Community Manager **Kellie Parker** blogs about community issues on IDG Central. Here is an excerpt from her Aug. 28 post:

"In the online world, a sock puppet is an alternate identity. Sock puppets are created with the intention of deceit, disruption, or even to falsely create support for oneself.

This happened recently on the PC World forums. A user started making irrelevant, stream-of-consciousness style posts. Although they were annoying, they were not disruptive, so I instructed my moderators to let them be. Then another showed up, and started talking with the first one. I could tell by their IP addresses that they were probably the same person, but having alts (or sock puppets) are not against the rules. Soon, one of the identities started claiming that the moderators had removed his posts without cause (which was not true, as the identity had clearly violated one of our rules) and all the other identities (five, at last count) came to the first identity's defense, posting messages of support, putting down other users and generally wreaking havoc.

Sock puppets are a unique variant of general troll-like behavior, but dealing with them is very much the same. Ban them, and then ignore them. Have any of you had experiences dealing with sock puppets in your communities? Do you have alts in your communities?"

noteworthy people

Promotions

Lead Web Designer **Matt Goebel** has been promoted to managing producer of the Online Publishing Group (OPG) supporting both Computerworld and CXO Media. "Matt will manage the design and production team for the Computerworld and CXO online businesses," said **Martha Connors**, VP and general manager for Computerworld.com and CXO Online Media. "This includes all editorial and sales design and production projects as well as our day-to-day publishing. Matt's proven himself to be a terrific asset to the OPG team and will do a great job leading the group. One of his first tasks will be to replace himself as lead designer!" *mgoebel@cxo.com*

OPG Online Producer **Jennifer McCarthy** is now project management specialist. "Jen has a proven track record in the OPG of keeping things moving," said Martha Connors, VP and general manager for Computerworld.com and CXO Online Media, "and she'll be able to continue that role, and more, in this new position." *jmccarthy@cxo.com*

New employees

Government Insights Market Analyst **Gerald Wang** comes to IDC Singapore from a career in journalism. At a growing trade publications firm, he rose from junior writer to senior journalist/assistant editor. Prior to that, he launched a Web company with two partners specializing in both SAP training courses and Web creation services. He holds a B.A. from the National University of Singapore and is trilingual. *gwang@idc.com*

IDC Malaysia in Kuala Lumpur has hired **Jaygan Fu Ponnudurai** as an associate market analyst with the Personal Systems Research group. Prior to joining IDC, he worked at General Electric and Cargill as an intern on projects involving process optimization and ergonomics. He recently received a master's in engineering with a focus on project management from the University of Melbourne; he also holds an B.S. in electronic engineering from Multimedia University in Cyberjaya, Malayasia. Away from the office he enjoys playing soccer and traveling. *jponnudurai@idc.com*

PETER SHORT

Ashkouri

Zina Ashkouri joins IDC Framingham as an inquiry analyst. She previously worked in Atlanta as an assistant director at Plaza Research, a national marketing research firm that facilitates focus groups. She holds a B.A. in business administration with a focus in marketing from Georgia State University in Atlanta. When not working she likes to read, travel and spend time with her family, friends and dog, Jasmine. *zashkouri@idc.com*

Previously the strategic account manager with INPUT, **Michael Toomey** joins IDC's Government Insights group as a senior account executive. He holds a B.A. in business administration from the University of Maryland and enjoys exercising. *mtoomey@government-insights.com*

Anna Mkrtchyan joins CIO magazine's New Jersey sales office as an account executive. She previously worked in the legal arena as an account manager. She is currently studying international business at Mercer County (N.J.) Community College and enjoys movies, travel, shopping and spending time with her boyfriend and dogs. *amkrtchyan@cxo.com*

PETER SHORT

Zadow

IDC Framingham has hired **Julie Zadow** as program director, Conferences. She previously worked for the Yankee Group as vice president of events. A graduate of Lafayette College in Easton, Pa., she holds a B.A. in English and journalism as well as an M.A. in international relations from Scotland's University of Edinburgh. In her spare time she enjoys travel, reading, gardening and "exercise in the form of chasing around my two very energetic toddler boys." *jzadow@idc.com*

Previously a senior analyst with Chatham Partners, **Katie Morrow** joins Computerworld as a senior marketing specialist. She holds a B.A. in English from Wellesley College in Wellesley, Mass., and an M.B.A. from Simmons School of Management in Boston. Away from the office she enjoys hiking and cooking. *katie_morrow@computerworld.com*

Konikowski

Network World has hired **Kevin Konikowski** as a Web designer. He previously worked for Eastman Kodak Co. in integrated printing solutions quality assurance, doing testing for the Kodak Digimaster and Canon ImageRunner's driver packages and bundled software as well as designing interfaces and icons for the Kodak Nexpress and Smartboard products. He holds a B.S. in new media publishing from Rochester (N.Y.) Institute of Technology and enjoys music, sports — particularly hockey and baseball — home theaters, cooking ("I'm really good at it!") and "exploring places I've never been." *kkonikowski@nww.com*

Returning employees

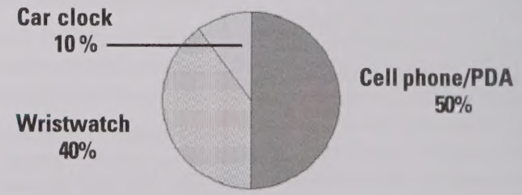
PETER SHORT

Shuchat

Previously director of operations, retail outsourcing with D.E.S. Studio, Inc., in Montreal, **Rona Shuchat** returns to IDC as program director, applications outsourcing service with the Worldwide Services Research Group. In her most recent role at IDC she was director of Web hosting and telecom transformation strategies in the Telecom Group. She holds a B.A. in journalism from Carleton University in Ottawa, Ontario, and an M.B.A. from Concordia University in Montreal. She is a mixed media/collage artist and practices yoga. *rshuchat@idc.com*

Question of the Week for Sept. 3

When you are out and about, what do you use most often to tell time?



Log on to http://www.idgcentral.com to vote on this week's question: Favorite pet: Cat or dog?

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22
Mary Gibbons *IDC*

21
Sylvie Mrabet-Neuhoff *IDG France*
Angele Boyd-Myers *IDC*
Marianne Nichols *IDC*

20
Kevin Greene *PC World*
Paul Arabasz *IDC*

19
Hilary Smith *IDG Corporate Support Group*

18
Tina Oelschlaeger *IDG Germany*

17
Colleen Beattie *IDG Australia*
Maria Jose Marzal *IDG Spain*

16
William Bernardi *IDC*

15
Donna Moschella Hopkins *IDG World Expo*
Johann Armand *IDG France*

14
Cheryl Talamini *IDG*

13
Michal Kreczmar *IDG Poland*

12
Glenn Mosesso *IDG Corporate Support Group*
Dan Miller *Macworld*
Aldona Rekawek *IDG Poland*

11
Dan Orum *IDG Entertainment*

10
Arpád Palotai *IDG Hungary*
Alana Dros *IDG Human Resources*
Nancy Weil *IDG News Service*
Jason Kelly *Connell Communications*
Juan Carlos Perez *IDG News Service*
Marianne Kolding *IDC U.K.*
Steven Phillips *IDC Singapore*

9
Luis Fernando Ibarra *PC World*
Catarina Källström *IDG Sweden*
Lotta Oldmark *IDG Sweden*

8
Imre Egri *IDG Hungary*
Frank Maier *IDG Germany*
Kathryn Turner *Macworld*
Ben Gerholt *IDG Australia*
Michelle O'Mahoney *IDC*
Naoki Morimoto *IDG Japan*

7
Balbina Hossmann *IDG Switzerland*
György Dragon *IDG Hungary*
Stephanie Gutierrez *InfoWorld*
Krystyna Kmiecinska *IDG Poland*
Zoltán Komáromi *IDC Hungary*
Barbara Madariaga *IDG Spain*
Masato Tateno *IDG Japan*

6
Gergö Herpai *IDG Hungary*
Clark Morey *IDG Global Solutions*

5
Viktor Fülöp *IDG Hungary*
Szabolcs Tószegi *IDG Hungary*
Robert Jesionek *IDG Poland*
Suvi Markunsalo *IDC U.K.*
Simon van der Kooij *IDC U.K.*

4
Zoltán Madarász *IDG Hungary*
Fred O'Connor *IDG News Service*
Jill Terry *InfoWorld*
Krista Elkin *IDC Canada*
Diane Pickett *IDC Canada*
Elizabeth Cutler *IDC*

3
Daniel Frakes *Macworld*
Vitek Prucha *IDC U.K.*
Carl-Johan Wollner *IDG Sweden*
Ida Sylvester *IDC*

2
Péter Csontos *IDG Hungary*
Marie Brewis *PC Advisor*
Jeremy Kirk *IDG News Service*
Erik Larkin *PC World*
Sergio Lopez *IDG Spain*
Swathi Krishnaswami *IDC India*
Lottie Öwre-Söderberg *IDG Sweden*
Maria Ingels *IDG Sweden*

1
Gábor Béres *IDG Hungary*
Sean Nakamura *InfoWorld*
Janice Tong *IDG Australia*
Caroline Bucknell *IDG Australia*
Marien Ziller *IDG France*
Thais Cerioni *IDG Brazil*
Katherine O'Brien *IDC U.K.*
Taghrid Hodroj *IDG Sweden*
Lisa Röjvall *IDG Sweden*
David Shafran *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

Infrastructure and Storage Vision Conference
Sept. 19
Club Transatlantico
Sao Paulo
Brazil
http://www.idc.com

IDC Enterprise Data Center Forum
Sept. 20
New York City
http://www.idc.com

InfoWorld Virtualization Executive Forum
Sept. 24-25
New York City
http://www.infoworld.com

DEMOfall '07
Sept. 24-26
San Diego
http://www.networkworld.com

Computerworld Business Intelligence Perspectives
Sept. 24-26
Las Vegas
http://www.biperspectives.com/

Fixed Mobility Conference -- Changes & Opportunities
Sept. 25
Sydney
http://www.idc.com/events

Computerworld Top 100
Sept. 26
Valby, Denmark
http://www.computerworld.dk

PC World/Macworld Global Product Support Center Meeting
Oct. 7-9
Contact: Sandy Wong
sandy_wong@pcworld.com

Enterprise Global Product Support Center Meeting
Oct. 9-10
Contact: Samantha Saunders
samantha_saunders@idg.com.au

Storage Networking World
A Computerworld event
Oct. 15-18
Dallas
http://www.snwusa.com

DEMO Germany
Oct. 16
Munich
http://www.demogermany.de

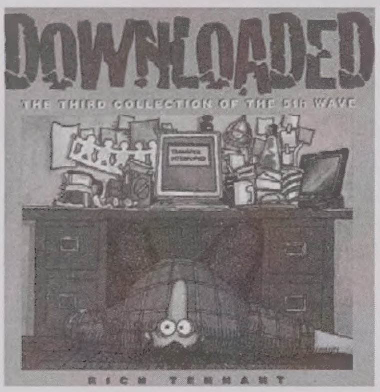
Entertainment For All Expo
An IDG World Expo event
Oct. 18-21
Los Angeles
http://www.eforallexpo.com

SOA Executive Forum
An InfoWorld event
Nov. 7
New York City
http://www.infoworld.com

IT Roadmap: Washington
Dec. 13
Washington, D.C.
http://www.networkworld.com

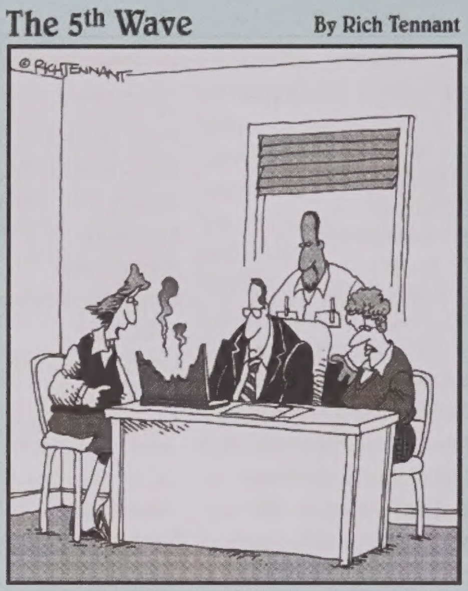
off line for fun

It's that time again! Create a brief caption for the cartoon below and send it to *IDG World Update* by Sept. 25.



The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners will receive *IDG World Update* sport safes.

Send your creations to world_update@idg.com or fax them to 617-423-0712.



and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

IDG's 24th Annual IDG Photo Calendar Contest concludes Sept. 17

Don't delay! There's just one more week to submit photos for the 2008 IDG Calendar Contest. The calendar will be displayed at IDG business unit offices and cubicles around the globe.

'08 edition coming soon!
2007 Employee Calendar
IDG

Twelve photos will be selected; first, second and third prize winners will receive $300, $200 and $150, respectively.

Here's what to do:

- You may submit up to two color or black-and-white prints or 35mm slides on any subject. Photos may be taken with a film camera or a digital camera. If you submit an electronic image, it must be a large, high-resolution file of at least 240 dpi. Smaller files cannot be accepted as they will not reproduce well in the calendar.
- Photos may be vertically or horizontally oriented. No panoramic-width photographs can be accepted.
- Each entry should be clearly labeled with your name, business unit, telephone, fax and e-mail address. If submitting electronically, please be sure to include this information along with the file. If submitting a traditional print, a business card taped to the back works well. Please do not write directly on the back of your photos.
- Please be sure to include a title for your photograph(s). Please note: photos will not be returned.

Please send your photos to: IDG World Update, Photo Calendar Contest, 3 Post Office Square, 4th floor, Boston, MA 02109 U.S.A. or world_update@idg.com.

If one of your photos is selected as one of the 12 winners, you will be asked to submit a photo of yourself as well as a brief description of how you came to take the photo.

As has been done for the past several years, IDG employees will be able to select the 12 photo winners by voting for their favorites on IDG Central (http://www.idgcentral.com) Sept. 24-Oct. 5.

QUESTION OF THE WEEK

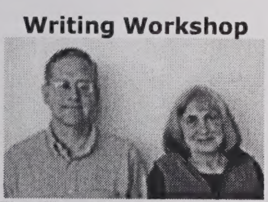
Do early adopters of Apple's iPhone have a right to be angry that the company dropped the price by $200 after just a couple months?

- ✓ Yes, they got ripped off.
- ✓ Not so much. Everyone should expect a price cut before the holiday shopping season.
- ✓ No. That's the price you pay for being first on the block with a cool new product.

Current results
Previous results

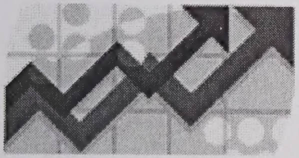
New This Week

Writing Workshop



The Troubles We've Seen
Missing Words, Part 3 begins with a look at the truncated term "Trojan."

IDG Directory
View contact information for IDG business units and employees worldwide.



July
Profit Margin Report

Local News

- Boston/Framingham
- San Francisco area

Logged in as Joan Kelliher Change Password

estions or comments about IDG ntral? Contact us.

IDG World Update

One On One: Susanna Hinds

Published: 09/10/2007

***Susanna Hinds**, the director of Corporate Communications, IDG Global Headquarters, is this week's columnist. Reach her at **susanna_hinds@idg.com**.*

Hinds

***Q* What is your role at IDG?**

A My primary mission is to increase the visibility of IDG, in both the business community and with the public at large, in ways that benefit IDG's business interests worldwide.

I also handle corporate communications for the chairman's office such as speaking engagements and support for visiting dignitaries and foreign press delegations.

***Q* How do you increase IDG's visibility worldwide?**

A You create opportunities in the business press to tell a great story. Business press readers around the world are interested in compelling stories about why companies were founded and how companies remain successful in changing market conditions. They are also interested in the personal stories and long-term vision of successful entrepreneurs. We're fortunate that IDG has many great stories and that **Pat McGovern** is a consummate entrepreneur.

***Q* So how does storytelling advance IDG's business interests?**

A In 2004, we set out to increase IDG's visibility in the business press by highlighting the company's global dominance in ways that furthered the perception of IDG as a global media company. At the time, IDG was known as a publishing company and to the business press, publishing equaled print. To ensure IDG would be well-positioned to take advantage of the changing media landscape, we set out to position IDG as a global media company. By focusing on IDG's global dominance we create perceived barriers to entry for competitors considering entering new or emerging markets.

To ensure the stories that appeared in the business press supported our objective, we focused on a few key points: "IDG has no true global competitor," "IDG is uniquely capable of adapting to global changes in market conditions," and "Pat McGovern is a visionary at entry into emerging markets." In 2007, we introduced the message that "IDG had transitioned into a Web-centric information company." In interviews, Pat wrapped these key messages in interesting business stories that appeared in print as "rivals laughed when IDG set up a VC fund in China — now they're rushing in" or how Edmund C. Berkeley's "Giant Brains" was "the book that led to an empire."

***Q* So is the strategy working?**

A BusinessWeek called IDG "a global conglomerate" and Investor's Business Daily identified IDG as a "media powerhouse spanning 85 countries."

While the business press is restating the positioning, the true test of whether it's working is from IDG's prospective customers and partners. When a prospect says "IDG is the only company with global reach," we know the message is resonating. Recently, I was pleased when an executive at a publishing company said, "We know if we want to enter certain foreign markets we need to talk about partnering with IDG."

***Q* How was IDG's transition to a Web-centric information company received by the business press?**

A The business press expressed interest but needed proof that IDG was truly committed to the transition before they would cover the story. Once InfoWorld announced it was moving to an online-only format several journalists wrote stories. As examples from other IDG business units become available, I'll update business journalists accordingly.

The most in-depth coverage of IDG's new web-centric approach ran in an influential PBS blog, MediaShift. Pat's **interview** with blogger Mark Glaser ran at length and generated lots of commentary. Since blogs are interactive and conversational, they can provide a unique opportunity to discuss and debate corporate strategy, provided the blogger is well-informed and suitably influential.

Q **So is the blogosphere now considered business press?**

A No, but blogs are part of the overall media landscape, and they can be highly influential sources for breaking news or topics that lend themselves to opinion and discussion. Blogs, like all media outlets, vary widely around the world, and it's important to remember that blogs are broken out by language rather than geography.

A recent Technorati-Edelman survey found that 39% of all blog posts are in English. Interestingly, more than a third of English-speaking bloggers surveyed said the primary reason they blog is "to raise their visibility as an authority in my field." This held true across the many nationalities represented by English speakers and means that a sizable portion of these bloggers are receptive to gaining access to information or interviews that would reinforce their authority or influence in their field.

This is a direct contrast to Japanese speakers who represent 33% of all blog posts. Less than 5% of Japanese speaking bloggers said they blog to "raise their visibility as an authority" choosing overwhelmingly (70%) to blog "to create a record of their thoughts."

Q **Can PR people influence bloggers to cover their company?**

A Many English-speaking bloggers are interested in access to thought-leaders in fields they blog about and welcome the opportunity to interview executives. Bloggers are also interested in interesting content they can link to.

PC World (U.S.) has had success providing links to their content to influential bloggers. The benefit of these links is that when bloggers include them they drive traffic to pcworld.com.

Q **What's a key misconception people have about your job?**

A A lot of people assume I write press releases for a living. It's a misconception that press releases generate all press coverage. Press releases are often used to support new product launches or survey findings and they can be an effective way to report financial results, personnel changes or corporate awards. Press releases aren't, however, effective in securing feature coverage about a company or CEO. If the goal is building a personal or corporate reputation, that's achieved by providing journalists with access to senior executives. To secure an interview, I often adapt the same IDG story "pitch" to suit a journalist's needs.

For example, in December the *New York Times* ran a photo and caption about **Pat McGovern**'s holiday card distribution. In August, the Boston Business Journal used the same story as a lead-in to an article on how prominent CEOs keep in touch with employees as their companies have grown. The example pitched to the journalists was the same — the pitches were just tailored to the season and the overall article. A good story has a lot of life to it…who says you can't sell Christmas in July?

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for IDG Management Team executives, will be passed along anonymously. Write to ***world_update@idg.com****.*

One On One from the past 14 days:

Stephan Scherzer 09/17/2007

IDG World Update

17 SEPTEMBER 2007
VOLUME 37, NUMBER 30

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Mike Kisseberth to lead PC World, Mac Publishing

Former CNET Networks executive also spent 11 years with PC Magazine

Kisseberth

IDG Communications President **Bob Carrigan** has named **Mike Kisseberth** president & CEO of Mac Publishing and PC World Communications, effective Oct. 1. Kisseberth has served in leadership positions at CNET Networks since 2001, most recently as senior vice president of corporate sales and operations.

"Mike stood out among many applicants for a variety of reasons including his well-established track record in the online space, first-hand experience in the tech media category and his strong overall leadership and communication skills," Carrigan said. "I really liked the fact that so many of his past and present co-workers commented on the excellent rapport that they have with him. He has a strong track record of building winning teams."

During Kisseberth's tenure at CNET, revenue among corporate accounts increased more than threefold. Earlier in his career he spent 11 years at PC Magazine, where he rose to associate publisher for the West Coast, and also served as vice president of sales at Cybereps, an interactive sales firm that represented 60 Web sites and technology companies.

"I wanted to join IDG because for decades it has been a leader in the world I have happily committed my entire career to: technology media." Kisseberth said. "More importantly, the leadership I met with from IDG made it clear they are committed to driving the change needed to thrive in the evolving media landscape. PC World and Macworld are great brands with an excellent legacy. Leading the team that will make sure their future is greater than their past is a very exciting prospect."

"My immediate goals are to meet the team and get to know the details of the operations. With that foundational knowledge, priorities can be established to grow the business," he said.

Kisseberth lives with his family in Tiburon, Calif., where he enjoys biking the hills of Marin County.

Write to mike_kisseberth@pcworld.com or mike_kisseberth@macworld.com after Oct. 1. WU

> *"The leadership I met with from IDG made it clear they are committed to driving the change needed to thrive in the evolving media landscape."*
>
> *— Mike Kisseberth*

New Webcast on IDG Central

Bob Carrigan, president, IDG Communications, discusses FY07 Q3 results and highlights outstanding examples of new online initiatives and events throughout IDG's U.S. business units.

Inside this issue

One on one: PCW/MW SVP & General Manager/Online at Macworld & PC World Stephan Scherzer *page 3*

Game Developers Conference debuts in China *page 5*

Quick poll: Cartoon caption winners reveal their strategies *page 8*

PC World print redesign keeps pub relevant in Web world

PC World's recent redesign of its print publication was done in order to produce "a magazine that makes sense in the Web era," said **Harry McCracken**, PCW VP and editor-in-chief.

He said the magazine's basic goal of serving the needs of smart people who use a growing array of technology products and services at home, work and in between "wasn't broken and hasn't changed. Maintaining that goal, however, means constant evolution. For instance, cell phones and HDTV are two important topics for us today that we didn't cover at all a few years ago.

"As we thought about the future of PCW, we decided we wanted to change quite a bit about our print version, so we ended up [making] dozens of significant tweaks while, of course, preserving the

continued on page 4

IDG Research Services marks 20 years of media, market research

Much has changed in the 20 years since IDG Research Services fielded its first study. Back then, research was carried out by mail or telephone. Today, 90% of all projects are conducted online. In 1987, the average timeline to complete a mail study was 12 weeks; today the typical study is finished in six weeks. In the late 1980s, technologies researched by the group included VAX/VMS software, artificial intelligence-based applications, IBM/compatible word processing packages, floppy disks and PC modems. Today the focus has shifted to enterprise initiatives like security, SOA, business intelligence and virtualization. What has not changed, of course, is the group's dedication to providing high-quality, cost-effective media and market research to IDG business units and their clients worldwide.

continued on page 2

IDG Research Services at 20

continued from page 1

(L-R): ***Nancy Koral****, business manager;* ***Kirsten Fournier****, online research technologist;* ***Jen McKean****, research manager;* ***Claudette Sears****, production manager;* ***Michele Peoples****, research director;* ***Janet King****, GM/VP;* ***Albie Minkovitz****, database administrator, Competitive Analysis;* ***Jessica Mandrik****, research analyst; and* ***Julie Gregg****, research analyst.*

Under the leadership of General Manager and Vice President **Janet King**, the nine employees of IDG Research Services are on target to complete more than 125 custom research projects in FY07. This year, the group has undertaken work for business units including CXO Media, Computerworld, InfoWorld, IDC, PC World, IDG Entertainment, IDG Corporate Services and IT World Canada.

Some studies are conducted on behalf of the business units themselves (Computerworld's Best Places to Work in IT survey, IT World Canada's Salary survey, IDG Entertainment's Annual Gamer survey). Others are conducted on behalf of a business unit's client. Examples of this type of study include programs developed to create original, thought-leadership content for white papers, events, lead generation and other marketing programs; brand awareness studies; advertising effectiveness research; customer segmentation studies; and technology adoption/market trending studies. Approximately 10% to15% of the group's research is conducted on behalf of external clients. Recent examples include Blue Shield of California, Time Warner Telecom, Progress Software, Genentech, Massachusetts Institute of Technology and Reed Business Information (EDN Magazine) among others.

The IDG Research Services team has extensive experience conducting global research programs and has executed programs in North America, EMEA, APAC and Latin/South America. Recent global programs include a sourcing best practices index for Unisys, thought-leadership surveys for Computer Associates and SAP, and brand awareness research for Hewlett-Packard.

"In recent years we have seen the role of research shift from a value-add program to a strategic sales and marketing asset," King said. "Research, when well executed, can generate revenue, create new sales opportunities (white papers, webcasts, podcasts, events), generate leads/drive site traffic, build customer loyalty among both our advertisers and our audience and strengthen and differentiate a brand's market position."

For more information about IDG Research Services, contact Janet King at janet_king@idg.com or 207-847-9377.

Proprietary research programs help clients analyze ads, brands

IDG Research Services has two branded research programs that are unique to IDG: AdGauge® and BrandGauge®. An overview of each of these programs follows.

AdGauge®. One of the toughest chores of a marketer is to understand how well an ad is performing and whether the intended message is being communicated to the target audience. The AdGauge study is a readership recall study developed by IDG Research Services in order to improve upon the information provided by the existing ad testing services. AdGauge has many unique features in both the methods used to conduct it as well as in the information the study is designed to collect about each ad. AdGauge is designed to test recall, interest generated and readership, as well as whether the reader comprehended the advertising message. The advertising recall studies that are conducted by personal interview have limited sample sizes (100 maximum) and a very lengthy turnaround. The AdGauge study is conducted online allowing for larger sample sizes and a much faster turnaround for results. In addition to customizable bound reports, clients also receive electronic report copies via PDF to share with each advertiser.

BrandGauge®. According to research conducted by Frederick Reicheld and outlined in a 2003 article in the Harvard Business Review, willingness to recommend a brand to others is the best measure of customer loyalty (better than overall satisfaction or repeat purchase) and predictor of growth (as loyalty impacts both customer acquisition and retention). BrandGauge is a custom program that builds on this premise. It is designed to help companies measure affinity for their brands, determine drivers of brand advocacy, and identify opportunities for improving brand advocacy. The research helps companies understand the role of perceptions in building brand advocacy and prioritize where to focus their efforts for maximum impact.

the interview

one on one

Stephan Scherzer
The senior vice president and general manager/Online at Macworld & PC World is this week's columnist. Reach him at stephan_scherzer@pcworld.com.

Stephan Scherzer joined PC World and Macworld in January 2007. Previously he was group publisher for consumer magazines at IDG Communications Media AG in Munich, Germany. He joined IDG Germany in 1991 as an editor of Macwelt, became editor-in-chief one year later and launched brands such as GameStar and tecChannel as a publisher. Scherzer became a member of the business unit's Group Management Board in 2004, where he was responsible for the media brands of IDG Magazine Media GmbH (PC-Welt, Macwelt and Digital World) and IDG Entertainment Media GmbH (GameStar and GamePro) and tecChannel.

More online

More details about PC World's Business Center white paper program and new revenue streams for PCWorld.com and Macworld.com are in the full Q&A column on IDG Central.

Q What are your key projects for FY08 for Macworld.com and PC World.com?

A Our goals for FY08 are to increase our volume and drive more high-value page views, optimize existing inventory, diversify our revenues, grow community engagement and optimize the workflow. These goals drive most of the projects.

For the PC World site, a major goal is to increase traffic, as we need to keep up with increasing advertiser demands for more targeted inventory. To that end, we've recently launched a number of new initiatives to push the publishing frequency and push more relevant content to our audience. For starters, the daily news team has increased the content on the site dramatically, from about 10 to 15 articles per day to roughly 60. Next on the list is to ramp up the number of reviews and first-look stories. Also, we have a special program during weekends with news articles, shopping-related topics and download offerings. Users have more time during weekends and turn more pages. The high publishing frequency has helped us to garner more links from Google News — at times a larger source of traffic for us than the Google search results pages. In fact, it seems that there is a correlation between how many of our articles are linked to from Google News, and traffic from Google search results pages. If one goes up, the other tends to go up as well. This is a growing source of organic traffic for us.

At the top of the list is the relaunch of Macworld.com in late October or early November. This is a major project that will allow us to manage both pcworld.com and macworld.com on one technology platform. This means we can seamlessly utilize content on both sites, generate revenues across both sites and allow both sites to take advantage of our various editorial, programming and business development efforts. Along the way, the Macworld site will receive a re-architecture and redesign.

Working with an outside solutions provider (Inform.com) on PCWorld.com, we have started to significantly increase the number of related links from our articles to other relevant content on the site. The service was launched in August. The goal is to get our visitors to spend more time with us and to view more pages. The editorial team is working with the tech and design teams to optimize this new service, creating highly relevant new content categories along the way.

In addition, we have challenged ourselves to further increase the engagement of our communities and produce more user-generated content in FY08. We have recently relaunched our discussion boards on a new software platform (Jive Clearspace), greatly enhancing the community tools and services we can offer.

Finally, a key goal for both Web sites is to diversify revenues in FY08, especially lead generation programs, webcasts, targeted newsletters and virtual events. To aid in these efforts, we have created the PCW Business Center, a new content channel on our site designed to meet the needs of tech decision makers in small and medium-size businesses.

Q What plans do you have to push your community and create more user-generated content? How can the sales team sell against these content types?

A As mentioned above, we have recently updated our community platform on PC World and will launch the same platform on Macworld, too. This allows users to create wiki documents, personal and group blogs and assign points to correct and helpful answers in discussion threads. These additional content types push our community to be more creative and to contribute more of their knowledge than they were able to previously. We are giving the sales team the opportunity to sell against the wiki documents when traffic is growing, specifically as they are becoming a rich how-to instruction area. We are also hoping that we will be able to sell custom forums, designed to reflect the look and feel of the customer's brand.

We also recently added user recommendations to each news story and review on the site. Right now we have over 60,000 votes per month, and the numbers are growing. This feature can be sponsored. Finally, we recently launched a blog, called Community Voices, that is written by selected PC World community members, to give the reader perspective on today's news and technology. This blog is featured on the home page together with the blogs from the editors. It's a strong signal to our community. Overall, user-generated content page views on PC World topped one million for the first time in August.

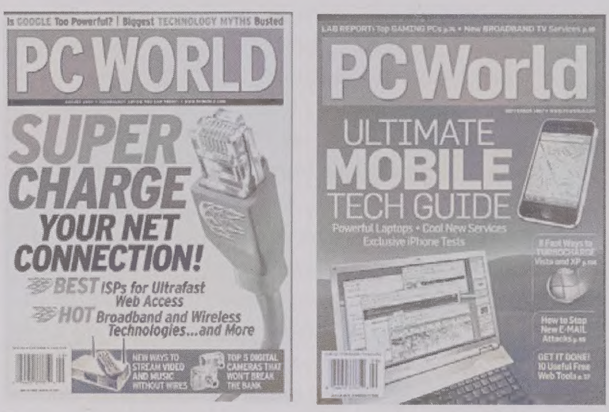
Macworld is extremely well connected to the Mac community and is definitely the source for Apple related information. We see massive traffic peaks during events like Macworld Expo, ADC or new product launches like the iPhone or the new iPods, including huge amounts of user-generated content.

continued on page 7

PC World

continued from page 1

many things that weren't broken," McCracken said. He added that staff members also wanted to streamline the amount of effort needed to put out the monthly, so they can devote more effort and creativity to keeping the quality of PCWorld.com as high as possible. "In the old days, PC World was a magazine that had a Web site," McCracken said. "Today, we're a Web site that has a magazine, and that meant both visible changes and behind-the-scenes evolution that readers can't see."


PC WORLD
SUPER CHARGE YOUR NET CONNECTION!
BEST ISPs for Ultrafast Web Access
HOT Broadband and Wireless Technologies...and More
PC World
ULTIMATE MOBILE TECH GUIDE
Powerful Laptops • Cool New Services
Exclusive iPhone Tests

The redesigned PC World (above right) is "a little more informal," said Editor-in-chief ***Harry McCracken****. The new logo is now in upper and lower case.*

The last redesign of San Francisco-based monthly, which has a current circulation of 710,000, was in 2001, and since then "the way people make decisions about technology has changed dramatically," McCracken said. The magazine always had a news section, but no monthly can compete with the Web at breaking news, he said, "and we have PCWorld.com for that." So the magazine's news section was replaced with a section called Forward that focuses on longer-term trends and technology developments. "Readers have told us that this is very important, and print can do this just as well as online," he noted.

The magazine's popular Here's How section of hardware, software and Web advice was expanded. There are two new sections, one called Security Alert — "We know from editorial research that security is the single most important topic for readers," McCracken said — and the other Business Center, which is the print counterpart to PCW Business Center, a new PCWorld.com area that offers news, advice and solutions targeting small and medium-size businesses. (See also IDG Communications President **Bob Carrigan**'s Webcast on IDG Central.)

Graphically the magazine looks "a little more informal," McCracken said, "which you can see in touches like the fact that our PC World 'red rectangle' logo is now in upper and lower case." Charts have been simplified to remove clutter. "And we wanted to better convey that PC World is produced by a diverse group of people brought together by their passion for technology, so there are more portraits of staffers and contributing editors," McCracken said. "PC World isn't a faceless monolith. It's a group of interesting people who are into this stuff. And not all of them are the familiar faces that readers have seen in the magazine for years."

Leading the redesign project was former creative director Robert Kanes, "really the father of this redesign," McCracken said. Kanes worked closely with Don Morris Design, a New York firm that PC World also partnered with for the 1996 and 2001 redesigns. Art Director **Barbara Adamson** and Deputy Art Directors **Jeff Berlin** and **Beth Kamoroff** turned the preliminary ideas and templates into actual magazine pages. "The entire staff contributed," McCracken said. "As we planned the redesign, we held lots of meetings at which everyone came up with great ideas."

PC World readers contributed ideas as well. "The changes were greatly influenced by the online monthly surveys we do of 500 readers, which give us deep knowledge of which topics and approaches to stories they like and don't like," McCracken said. PC World also ran a live focus group early on in the redesign process, bringing a group of 11 typical readers to the PC World offices where editors interviewed them at length. "We learned that readers like the idea of print providing a filtered monthly snapshot of what's most important right now and online giving them deeper information on everything imaginable," he said.

Readers also told PC World that they want the magazine to be an integrated product that spans print and the Web, so the new design features more prominent pointers to related online content. The Letters to the Editor section is now called PCW Forum and draws its content from reader e-mails and postings on PCWorld.com's forums; it is edited by Online Community Manager **Kellie Parker**.

"Every good redesign is a tightrope walk: You need to be willing to try new things, but it's also important that readers ultimately recognize the magazine they already know and like," McCracken said. "Print redesigns are harder than ever, since virtually every publisher needs to be more careful about resources than in the past, and the rise of the Web means that editors need to be smarter than ever to keep print relevant."

For more information contact Harry McCracken at harry_mccracken@pcworld.com.

Reader feedback pours in via e-mail, forums, online surveys

Reader feedback on PC World's recent redesign has largely been positive, according to VP and Editor-in-chief **Harry McCracken**. "We've had lots of e-mails from readers and postings on PCW.com forums, most of them telling us they're pleased with the new issue. Complaints tend to be about specific issues such as typefaces; we introduced new ones which have received both praise and criticism from readers."

PC World is currently running an online survey of 500 readers, asking for their opinions about the redesign. "It's important to do a reality check that the things we think readers will like are well received," McCracken said. "We already made some minor tweaks with the second redesigned issue, and I'm sure we'll make more in the months to come.

Regular reader surveys are prepared in-house by the PC World editors in collaboration with Sales and Research Specialist **Angela Beaudoin**. Readers are asked to rate every major piece of content in an issue.

"Ultimately, the readers have the most important say in what PC World is, so if we learned that a majority of them were unhappy with almost any aspect of PC World, we'd have to look at changing it. But the most valuable feedback we get from readers is on the topics we cover and how we cover them, and that's something that we adjust constantly based on what we learn from surveys."

September 17, 2007

Marketing Specialist (CWI)

Computerworld has an exciting opportunity for a Marketing Specialist to assist in the continued rapid expansion of our Strategic Programs & Events business. Working closely with various team members, the successful candidate will drive audience development and sponsor development marketing campaigns involving a broad mix of print and online vehicles and proprietary Computerworld resources and assets. Travel to as many as all Computerworld events is required. Candidates must have 3-5 years of experience in marketing with a demonstrated audience development track record and an ability to drive attendance and track best-performing sources and practices. Excellent customer service skills, the ability to organize multiple detailed projects, proficiency with Microsoft Office, including Word, Excel and PowerPoint, and a Bachelors degree are all prerequisites. ***Location: Framingham MA*****, Contact: M. Scanlon, Fax: 508-879-3760**
Email: jobs@computerworld.com

Content Development Specialist (CXO)

CXO Media, Inc. has an exciting opportunity within the CIO Executive Council. This position is a unique hybrid editorial/professional services position for someone with editorial experience who wants to work directly with c-level executives to create and aggregate content to meet their needs. The CIO Executive Council is a professional membership association for chief information officers of medium-to-large corporations. We need a specialist to solicit, collect, edit and package guidelines, tools and techniques that will help CIOs do their jobs better. The specialist will also develop (interview, write, edit) original content such as best-practice reports, tool kits and case studies, and will write short articles for CIO magazine and the cio.com. This position reports to and assists the managing director of content development. Key skills include ability to interview busy executives, writing, copy editing, proofreading and Web research. Candidates must also be strong on follow-through and meeting deadlines. Required experience includes at least three years writing and/or editing for a business-to-business or executive audience. Project management is a plus. ***Location: Framingham, MA*** **Contact: P. Boyle, Fax: 508-875-4489 Email: cxojobs@cxo.com**

Sales Development Manager (CXO)

CXO Media has an exciting sales opportunity for an experienced sales professional working in CXO's CIO service organization. This individual contributor position is charged with selling the CIO Executive council membership program to CIOs and equivalent titles. Candidates must be comfortable and experienced with inside and outside sales and presenting to and closing services with CIO's. They should also be resourceful and persevering in initiating, advancing, and closing the sale cycle. Ideal candidates will have an outstanding record in consultative sales/closing business in an account management environment. Superior verbal and written communication skills, strong organizational and interpersonal skills and 8-10 years experience in a related role are required. ***Location: Framingham, MA*** **Contact: P. Chisholm,**
Fax: 508-875-4489 Email: cxojobs@cxo.com

HR and Education Coordinator (IDC)

IDC is searching for a highly organized HR and Education coordinator to join our People & Education team. Individual must be able to manage multiple priorities, should have superior attention to detail, creativity and an ability to work independently. Responsibilities include: coordination of all internal education programs; management of education calendars; tracking of course registration; management of internal and vendor relationships, as well as ownership of IDC orientation, on-boarding and assimilation programs. Additional responsibilities include: administrative support to HR Team, applicant database tracking, reward and recognition programs, Event & Charity Committee, as well as various HR projects. Qualified candidates will possess a BA/BS degree or equivalent and 1 to 3 years of business experience with a strong interest in human resources and education role. Ideal candidate is comfortable creating processes and procedures, and has worked independently to generate ideas and collaboratively implement them. We are seeking candidates with proven organizational skills, basic presentation skills, superior verbal and written communication and customer service skills and the ability to use technical/PC products. This is a very exciting opportunity for someone with a passion for education and learning! ***Location: Framingham, MA*** **Contact: D. Bernardi, Fax: 508-935-4432 Email: idc_jobs@idc.com**

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Administrative Assistant (IDGE)

IDG Entertainment is looking for an Administrative Assistant to support the CEO, Publisher and the Executive Creative Director. The ideal candidate for this position will be well organized, detail-oriented and able to juggle multiple priorities. Responsibilities will include handling incoming and outgoing calls, scheduling meetings, coordinating travel arrangements, tracking expenses and expense reports, preparing PowerPoint presentations, and compiling and preparing reports. S/he will also organize company functions and meetings. This person must be able to work both independently and with various levels of management and be able to handle sensitive company information with discretion and in a confidential manner. S/he must have excellent interpersonal, verbal and written communication skills, a high level of professionalism and effective time management skills. Experience with MS Office and PowerPoint is a must. A minimum of 3 years of relevant experience preferred. Send your cover letter, resume and salary requirements to jobs@gamepro.com Please reference 'Administrative Assistant' in the subject line when applying to this position. ***Location: San Francisco, CA*** **Contact: L. Hess**
Email: jobs@gamepro.com

Manager, Brokerage Services (IDG List)

IDG List Services has an exciting opportunity for a high-energy, strategic list brokerage professional to join its well established and growing team. The Manager of Brokerage Services will be responsible for the development of new business and expand on the current client portfolio in this consultative selling role. This person will be responsible for managing all aspects of client's direct marketing: strategy, audience development, copy, campaign launch & execution and post analysis. Additional responsibilities will include customer service, operational management, launching new products & services, and monthly forecasting and reporting. The ideal candidate will possess a minimum of 5+ years in a sales role with proven experience developing and fostering strategic relationships with clients, vendors, and agencies. A comprehensive understanding of the tech market with strong leadership, and communication skills is essential. ***Location: Framingham, MA***
Contact: S. Scogland, Fax: 508-988-7972 Email: hrsd_recruiter@idg.com

Executive Assistant (PCW)

The ideal candidate for this position will be a highly motivated and detail-oriented team player who will provide administrative support to the CEO and the General Manager. Responsibilities will include handling incoming and outgoing calls, scheduling meetings, coordinating travel arrangements, tracking expenses and expense reports, preparing PowerPoint presentations, and compiling and preparing reports. S/he will also organize company functions, parties and on - and off-site meetings. This person must be able to work both independently and with various levels of management and be able to handle sensitive company information with discretion and in a confidential manner. S/he must have excellent interpersonal, verbal and written communication skills, a high level of professionalism and effective organizational and time management skills. Experience with MS Office and PowerPoint is a must. A minimum of 5 years of relevant experience preferred.
Location: San Francisco, CA **Email: jobopps@idg.com**

IDG

Current Jobs, Week of September 17, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computerworld						
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Go to http://careers.idg.com to view all current job opportunities at IDG

Game Developers Conference debuts in China

Licensed event creates networking opportunities for burgeoning industry

中国游戏开发者大会
CHINA GDC
07

*The IDG World Expo China organizing team (from left): Vice President-Business Development **Bo Zhang**, Cashier **Jane Li**, Accountant **Lisa Li**, Account Manager **Vivian Liu**, Account Manager **Cathy Que**, Marketing Manager **Jason Wen**, IDG Asia Consultant **Al Furst**, IDG China President & CEO **Hugo Shong**, Operation Executive **D.T Wang**, Project Manager **Anne Yao**, Director for East China **Bill Zhang**.*

Capitalizing on China's rapidly growing gaming industry, IDG World Expo China co-produced the country's first Game Developers Conference (GDC) in Shanghai last month. Organized in conjunction with CMP Technology, which holds the global license for the show brand, GDC China drew more than 700 game developers who paid up to US$660 to attend the Aug. 27-29 event, an unusually high price by local standards, according to IDG World Expo China/Director for East China **Bill Zhang**.

> *"We want GDC China to grow alongside the industry and contribute to its development by providing a meeting place in which game developers can exchange ideas and trade best practices."*
>
> *-- Hugo Shong, president & CEO, IDG China*

Those attendees who paid $660 gained entry to the expo and all conference sessions as well as a VIP banquet for networking. Other attendees could choose between the expo and the online track ($400) or the expo and the outsourcing track ($260).

The 2,000-square meter expo, which included a career fair, drew near another 2,000 attendees who paid $3 in advance or $6 on site. The exhibitors were companies that create applications and tools used in game development, so expo-only attendees were primarily job-hunting students or people already involved in game development.

The conference had five tracks, including nearly 70 sessions and drew speakers from leading Chinese, Japan, Korea, U.S. and European gaming companies; 70% of the speakers were from outside China. Diamond, platinum and gold sponsors included Epic Games, UbiSoft, Nokia, NVIDIA, Electronic Arts, International Game Systems, Winking and Xpec. Microsoft and Walt Disney and several other leading companies that did not buy sponsorships this year flew in game experts from the U.S. to evaluate the quality of conference for possible future participation.

GDC China also drew visitors from England, France, Finland, Korea, Vietnam, Australia, Canada, Singapore and India.

中国游戏开发者大会2007
CHINA GDC 2007

Tutorials at GDC China drew a packed audience; many sessions were standing room only.

Hot topics at the conference included online game development and business, outsourcing and next-generation games, mobile games and career and recruitment issues.

GDC China will be held annually and may travel to other fast-growing gaming industry venues in China, including Beijing and Chengdu, Zhang said.

"The entire IDG World Expo team in Shanghai worked hard to make sure that this event met the educational and social networking needs of the Chinese game development industry," said IDG China President & CEO **Hugo Shong**.

"The Chinese gaming industry, which is mainly based in Shanghai where there are more than 10,000 game developers, is becoming a leading IT industry in China, both for the domestic market and for export of gaming components to the West. We want GDC China to grow alongside the industry and contribute to its development by providing a meeting place in which game developers can exchange ideas and trade best practices."

Earlier this year, the U.S. version of the Game Developers Conference, which offered over 400 courses in game development during five days, drew more than 16,000 attendees to San Francisco.

*For more information, go to http://www.gdcchina.cn or contact GDC China Project Manager **Anne Yao** at anne_yao@idg.com.cn.* WU

noteworthy people

New employees

IDC Philippines in Manila has hired **Amabel Palencia** as an associate research editor in the Publishing Services and Technologies, Asia/Pacific group. She has worked as a communications officer for a professional organization for electrical engineers and as a document specialist for OfficeTiger Philippines, Inc. She holds a degree in journalism from the Philippines' University of Santo Tomas, and is planning to get a master's degree in journalism and communications. *apalencia@idc.com*

IDG WORLD UPDATE

Lindberg

Sales Account Executive **Nathan Lindberg** comes to IDG Entertainment from his role as assistant media planner with McCann-Erickson in San Francisco. A graduate of Ithaca (N.Y.) College, he holds a B.S. in sports media and enjoys golf, football and wine. *nlindberg@idg-entertainment.com*

IDG WORLD UPDATE

Orneck

Previously a freelancer, **Arthur Orneck** is IDG Entertainment's new Web developer. Away from the office he enjoys drawing, gaming and running a World of Warcraft guild. *aorneck@idg-entertainment.com*

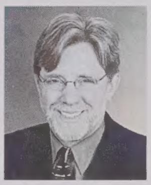
IDG WORLD UPDATE

Giuffre

Rob Giuffre joins IDG Entertainment as director, Business Development, coming from Yahoo! where he was senior manager, Business Development. He earned a B.A. in communications from St. Mary's College of California in Moraga, Calif., and enjoys golf, music and his two dogs. *rgiuffre@idg-entertainment.com*

IDC Taiwan has hired **Lisa Lan** as finance and administrate executive. She brings more than seven years of secretarial and administrative experience to the role, most recently with AFPC Ltd. Fluent in both Chinese and English, she earned holds a B.A. in applied English from the Ming-Chuan University in Taiwan. *llan@idc.com*

Et cetera



IDC SVP/Worldwide Sales & Marketing **Don Best** recently completed a one-year master's program in international relations from Tufts University's Fletcher School of Law and Diplomacy in Medford, Mass. Best wrote his thesis an on the economic impact of IT on developing countries, was elected class speaker and gave the commencement address. (An excerpt of the thesis is available with this article on IDG Central.)

Not only was the course work directly relevant to his job — especially the finance, economics, leadership, and trade and investment courses— but the program provided access to a "huge and valuable network," he said. Best's thesis advisor put him in touch with the person in charge of public policy at Microsoft, "which may lead to an entire new set of opportunities at IDC." Best will be a guest lecturer at a Fletcher class on international business, where the professor -- the former CEO of Xerox and former CFO of IBM – may emerge as the CEO of another tech company.

Much of the program included online sessions with discussion boards, conference calls and the usual papers and exams. There were also two-week residency sessions, two of which were at Tufts and one in Buenos Aires. *dbest@idc.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

24

Suresh Rajon *IDG France*

17

Lennart Ekner *IDG Sweden*

15

Rosemary Pickett *IDC*

12

Jos Schong *IDG Netherlands*
Frank Hayes *Computerworld*

11

Serge Leblal *IDG France*
Matt Hamblen *Computerworld*

10

April O'Connor *Computerworld*

9

Stephen Clifford *IDC*
Pernilla Norin *IDG Sweden*
Jenny Maurin *IDG Sweden*
Régis Bazin *IDG France*
Jessica Garabrant *Connell Communications*
Donna Sweeney *Connell Communications*

8

Diana Lien *IDC*
Thomas Mainelli *IDC*
Wesley Dotts *IDC*
Pauline Boyle *CXO Media*
Martin Roos *IDG Sweden*
Pierre Senard *IDG France*
Paul Marttila *IDG Australia*
Chris Sullivan *IDC Canada*

7

Kaoru Harikae *IDG Japan*
Gary Nagle *IDC*
John Farrell *IDC*
Marianne Hedin *IDC*
Franco Forte *Nuov@Periodici Italia*
Ray Hoskins *IDC*
Charlotte Kjerrman *IDG Sweden*
Larry Arthur *IDG Global Solutions*
Wayne Humphrey *IDG*
Olivier Descamps *IDG France*
Laurence Surtees *IDC Canada*
Uwe Kuell *IDG Germany*
Ulrike Goressen *IDG Germany*
Sabrina Samtleben *IDG Germany*
Annie Weissenberger *IDG Germany*
Timothy Johnson *Computerworld*

6

Patrik Enell *IDG Sweden*

5

Eric Hill *InfoWorld*

4

Joanne Haywood *IDC Canada*
Rasmus Andsbjerg *IDC Nordic/Denmark*

3

Melanie Stahl *IDG Germany*
Grace Zheng *IDC China*
John Flint Pulskamp *IDC*
Donald J. Best *IDC*
Barry Rabkin *IDC*
Gergely Bacskó *IDC Hungary*

2

Shennifer Kho *IDC Singapore*
Ian Allison *IDC*
James Martha *IDG U.K.*
Rhana Masud *Techworld U.K.*
Sarah Welcome *Computerworld*

1

William Davis *IDC*
Leslie Rosenberg *IDC*
Gabriel Aksan *IDG Sweden*
Ed Cordin *IDC*
Angela Melo *IDG Brazil*
Egle Ribaldo *IDG Brazil*
Jan Hantke *IDG Germany*
René Schoemaker *IDG Netherlands*

One on One

continued from page 3

Q How important is video and mobile content and third-party content these days?

A We have recently adopted a new marketing line for PC World: "Solutions for a Connected World." Among other things it signifies that the PC World brand and also Macworld (just think about the iPhone) stands for useful and relevant content in any format – text, audio, video, you name it. Right now PC World and Macworld are mobilizing their content with mDog, as are the other U.S. business units.

We also work with Sybases's AvantGo! service to give mobile users more opportunities to access our content. It's also important to collect not only names but cell phone numbers to built a database and experiment with subscription models. People could subscribe to a service from PC World or Macworld that provides reviews, Top 10 charts, user reviews and other buying information. More and more users will access content via mobile devices in the future, and we are preparing our brands to be ready.

Video is getting more important, especially when average user time spent on site — engagement, so to speak — is seen as a solid metric. So we will double the production and shoot for more video blockbusters like PC World's iPhone scratch test (over 500,000 views during the first few days) on the one hand and long-tail video formats like our how-to videos on the other.

In addition, as information has proliferated, our role has expanded to not only produce highly useful content but also to find and evaluate such content in other places and to bring it into the PC World and Macworld fold, either by linking to it or by incorporating it into our Web site entirely. Our 21st century audience and advertisers expect extreme relevancy on an ever-widening area of coverage. We can do that because both brands are very trusted by users, and the editorial teams are known for their quality and leadership. We can incorporate the best voices and help our users cut to the chase and help them save two of their most valuable resources: time and money.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

Prefer a PDF?

IDG employees can receive IDG World Update as a PDF file via e-mail. To request this service, write to world_update@idg.com.

Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

Tea for two

*During her August vacation in Beijing, Infoworld.com VP/General Manager **Virginia Hines** took time to meet with editors and online staff from China Computerworld (CCW) and share experiences about each group's transition from a print to an online focus. Later in the week, CCW SVP **Chen Mei** introduced Hines to Beijing Tea City, a large tea emporium, where they sampled several interesting varieties. Read more about Hines' trip to China in the August postings of her blog, Reinventing Media, on IDG Central.*

Coming up

InfoWorld Virtualization Executive Forum
Sept. 24-25
New York City
http://www.infoworld.com

DEMOfall '07
Sept. 24-26
San Diego
http://www.networkworld.com

Digital ID World
Sept. 24-26
Hilton San Francisco
San Francisco
http://www.cio.com

Computerworld Business Intelligence Perspectives
Sept. 24-26
Las Vegas
http://www.biperspectives.com/

Fixed Mobility Conference: Changes & Opportunities
Sept. 25
Sydney
http://www.idc.com/events

Computerworld Top 100
An IDG Denmark event
Sept. 26
Valby, Denmark
http://www.computerworld.dk

PC World/Macworld Global Product Support Center Meeting
Oct. 7-9
Boston
Contact: Sandy Wong,
sandy_wong@pcworld.com

Enterprise Global Product Support Center Meeting
Oct. 9-10
Boston
Contact: Samantha Saunders,
samantha_saunders@idg.com.au

Storage Networking World
A Computerworld event
Oct. 15-18
Dallas
http://www.snwusa.com

DEMO Germany
Oct. 16
Munich
http://www.demogermany.de

CSO Executive Seminar on PCI Compliance
Oct. 17
Chicago
http://www.cio.com

Entertainment For All Expo
An IDG World Expo event
Oct. 18-21
Los Angeles
http://www.eforallexpo.com

for fun

quick poll

IDG World Update asked the winners of some recent cartoon caption contests, which appear periodically on the back page of World Update, how they get inspired to come up with a little humor during the work day.

When I have time to read the newsletter, and if it is the issue that has the caption contest, I take a look at the picture and if something comes to mind within the first 20 seconds or so, then it will happen. If not, then it is on to bigger and better stuff!

— ***Dave Reinsel***
vice president, Storage and Semiconductor Research, IDC

I take a look at the cartoon as soon as I get the World Update, and I will give it no more then a minute; if nothing comes to me, I typically just skip it altogether. My feeling is that the caption is only going to be funny if it is something that pops in my head pretty fast. It needs to be fresh and not forced. I will spend a little time tweaking the wording to get it just right if I do come up with a caption that I like. I do enjoy doing these. They make for a nice little break, and I like to challenge myself with them.

— ***Rich Green***
account executive, IDG List Services

I usually look over the cartoons while I have my lunch at my desk as it's a fun diversion. I honestly have to say that there have been some of them that I can't respond to in any way because I really don't understand what I'm looking at (funny or not!) Duh! But since I'm not a tech-type person I'll happily admit this. So, for starters, I feel I've achieved something if I can even begin to make sense, or nonsense, of the illustration.

— ***Ann Harris***
senior director, Event Sponsorship Sales, Computerworld

Be ready to pick your favorite IDG Calendar photos

Hundreds of photos have been submitted for the 2008 IDG Photo Calendar Contest, and now the selection process begins. This week employees of IDG International Publishing Services will select what they think are the top 40 submissions, and IDG employees worldwide will be able to vote for their 12 favorites on IDG Central Sept. 24-Oct. 5. If you don't have a password yet for IDG Central, request one at http://www.idgcentral.com.

I definitely like challenges. I also like doing crossword puzzles, so it's along those lines, I think. Usually, if I don't think of something right away, I keep it handy for a day or two. If nothing strikes, I don't spend more than five or so minutes trying to think of something. If the picture somehow strikes a chord with me, it certainly helps. And, I definitely have a sense of humor, so I like trying to think of something funny or catchy.

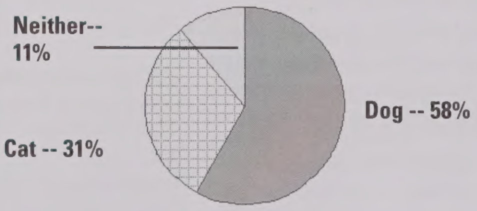
— ***Sandy Weill***
program director, Computerworld Honors Program

I usually just look at it as soon as I see it and roll it around in my brain for a bit, working on other stuff. If nothing comes to me I just drop it, but usually within 15 minutes I have an idea and then just try to get it as short and as funny as possible.

— ***Lewis Ward***
research manager, Wireless and Mobile Communications, IDC

Question of the Week for Sept. 10

Favorite pet: cat or dog?



Log on to http://www.idgcentral.com to vote on this week's question: **Do early adopters of Apple's iPhone have a right to be angry that the company dropped the price by $200 after just a couple months?**

What's happening at your business unit?

Story suggestions about new products, successful sales programs, how-to tips, employee awards and accomplishments, feature ideas and any news of note may be sent to world_update@idg.com.

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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WWW.IDGCENTRAL.COM

Sponsors flock to India's CIO 100 Symposium and Awards

More than 130 attendees gain insight from international experts

Choose the photos for the 2008 IDG calendar
-- page 2

CIO India's inaugural CIO 100 Symposium and Awards was so popular that many of the attendees returned for this year's edition, held earlier this month in New Delhi.

"Impressed with the first CIO 100, many CIOs came back this year with even higher expectations," said **Bringi Dev**, IDG India president. "We made sure that we did things a bit differently this year to make the event even better while retaining the same format of a day-long symposium followed by the awards ceremony in the evening."

CIO100
SYMPOSIUM & AWARDS CEREMONY

B R SRIVATSA

*CIO India Editor-in-chief **Vijay Ramachandran** (left) moderates the CEO panel discussion.*

The event provided an opportunity for more than 130 attendees to get some top-level management perspectives from international thought leaders and experts. There were two CIO and CEO panel discussions and speakers such as keynoter Michael Schrage, co-director of the MIT Media Lab's e-Markets Initiative and senior adviser to MIT's Security Studies Program, who urged CIOs to embrace innovation as a tool for growth; and Michael Hugos, a former CIO and a business consultant, who showed CIOs how they could create innovation and make their companies more agile in 30 days. Hugos also moderated the four-member CIO panel discussion in which the panelists shared success stories about business agility and innovation.

The symposium was followed by a wine-tasting session hosted in association with the Indian Wine Academy. The CIO 100 Awards ceremony followed, emceed by MTV India VJ Cyrus Brocha. The attend-

continued on page 7

Second annual DEMO China showcases hot products

Audience numbers were up and interactive sessions more plentiful at the second DEMO China, held Sept. 5-7 in Beijing. Co-organized by IDG World Expo China and Entrepreneur Magazine, the event introduced new products from 30 vendors for an invitation-only crowd of more than 500 — 200 more than last year — Chinese and foreign investors, entrepreneurs, global media representatives and distributors.

Owned and managed by Network World's IDG Executive Forums in the U.S., DEMO has been a prestigious launch pad for up-and-coming products and services over the past 17 years. Last year's China debut was the first DEMO held outside the U.S. DEMO Germany, organized by IDG Germany, will be held next month.

EMO 07CHINA

*DEMO China Project Manager **Darren Xiao** (front) and colleagues from Entrepreneur China, which co-organized the event with IDG World Expo China, have a little fun during a break.*

Companies that apply to participate undergo a rigorous screening process, and only a handful are chosen. Those products selected must be making their public debut and significantly contribute to the state of the art in their market. There also must be a management team in place capable of delivering the product to the market.

In keeping with DEMO's tradition, each company took a turn onstage to deliver a six-minute Powerpoint-free

continued on page 4

Inside this issue

John O'Malley, Matthew Yorke increase pan-IDG responsibilities *page 2*

One on one: CXO Media President & CEO Michael Friedenberg *page 3*

IDG Sweden expands community opportunities *page 4*

IDC's Robert Mahowald returns from National Guard deployment *page 5*

IDG List Services President Deb Goldstein looks ahead to full-time art career *page 8*

in brief newsworthy

O'Malley, Yorke add responsibilities for several pan-IDG functions

O'Malley

IDG Communications President **Bob Carrigan** announced earlier this month that **John P. O'Malley**, president, IDG Global Solutions (IGS), and **Matthew Yorke**, senior vice president, Corporate Sales U.S., have expanded responsibilities for IDG's media and event brands. O'Malley adds the role of CEO of IDG Connect and IDG List Services to his current IGS position. With the new title senior vice president of Sales and Marketing, IDG Communications U.S., Yorke adds responsibilities for marketing, IDG Research Services and Corporate Communications to his corporate sales position.

Yorke

"John, Matt and their teams have substantially grown revenue over the past few years among our top 15 global customers," Carrigan said. "As IDG Communications develops new products I will rely heavily on both of them to successfully market and sell products that combine the strengths of our media and event properties."

IDG Connect, under the leadership of General Manager **Frank Cutitta**, and IDG List Services, under the leadership of General Manager **Andrew Sambrook**, will continue to operate independently, Carrigan said, "but our goal was to put these two pan-IDG database-driven businesses under one roof" so that we can build a center of excellence in a world where databases and lists are become ever more critical."

The staff under the direction of IDG Research Services General Manager and Vice President **Janet King** and IDG Communications' Director/Communications and Marketing Programs **Howard Sholkin** will be part of Yorke's team. Sholkin and Marketing Communications Specialist **Teresina Cardamone** will relocate from Boston to 3 Speen Street in Framingham next month. "Since our marketing and research efforts are designed to support sales, it makes perfect sense that we have an overall head of sales and marketing, represented now by Matt," Carrigan said. "We are about to kick off a number of new marketing and research efforts, and we'll have even greater focus by putting these key disciplines — research, marketing and corporate sales — under one roof working more closely together."

Write to john_omalley@idg.com and matt_yorke@idg.com.

Fast fact

According to comScore Video Metrix, nearly 75% of U.S. Internet users watched an average of three hours of online video during the month of July.

Google ranked as the top U.S. video property with nearly 2.5 billion videos viewed (27% share of videos), 2.4 billion of which occurred at YouTube.com. Yahoo! ranked second with 390 million (4.3%), followed by Fox Interactive Media with 298 million (3.3%) and Viacom Digital with 281 million (3.1%).

Go online to select the winners of the 2008 IDG Calendar Contest

'08 edition
coming soon!
2007
Employee Calendar
IDG

Photo of the month; which will it be? Now's your chance to help select the 12 winning photos in the 2008 IDG Employee Photo Calendar Contest. Last week the staff at IDG International Publishing Services sifted through close to 200 entries and selected what they considered the top 40. (It was a very difficult task!) Those photographs are now available on IDG Central where any employee may log on and vote for his or her top 12.

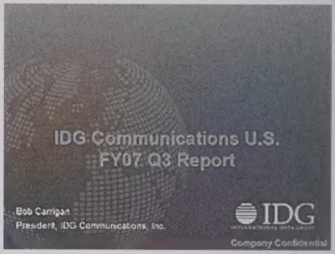
The top three vote-getters will be awarded first, second and third prizes of $300, $200 and $150, respectively. This year, all employees who vote will be automatically entered in a random drawing to win one of three $50 American Express gift cheques. The voting period runs from Sept. 24 through Oct. 5. Winners will be announced on Oct. 8 on IDG Central. Calendars will be distributed to offices around the globe in December.

If you do not have a password for IDG Central, or have forgotten your password, go to http://www.idgcentral.com.

Bob Carrigan's IDG Communications Q3 webcast is on IDG Central

IDG Communications President **Bob Carrigan** discusses FY07 third-quarter results and highlights outstanding examples of new initiatives from IDG's U.S. business units.

Any employee may view the webcast. See the link on the home page of IDG Central.


IDG Communications U.S.
FY07 Q3 Report

Bob Carrigan
President, IDG Communications, Inc.

IDG

Company Confidential

Question of the Week for Sept. 17

Do early adopters of Apple's iPhone have a right to be angry that the company dropped the price by $200 after just a couple months?

6% Not so much. Everyone should expect a price cut before the holiday shopping season.

35% Yes, they got ripped off.

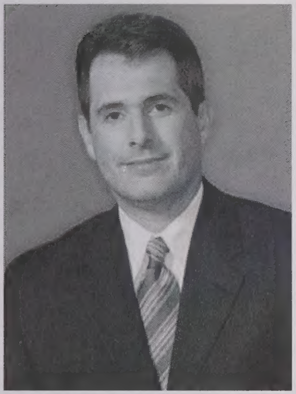
58% No. That's the price you pay for being first on the block with a cool new product.

Go to http://www.idgcentral.com to vote on this week's question: **What portable entertainment device did you first own?**

the interview

one on one

Michael Friedenberg
The president and CEO of CXO Media is this week's columnist. Reach him at mfriedenberg@cxo.com.



The CIO Executive Council, our professional organization for CIOs, had a fabulous year, achieving 46% topline growth. We continue to innovate in this area with the launch of the Future State CIO and Pathways programs, and expansion into Germany, the U.K. and France.

Q Can you talk about the changes that have taken place in CXO Media's online, events and custom media business in the past 12 months?

A It has certainly been another exciting year for CXO Media. Topline revenue has grown 8% while profits increased 230% versus '06. Online we have relaunched CIO.com and created a new sales organization, and built a new account services team for both CIO and CSO. This effort has culminated in 29% revenue growth in CIO.com, 50% growth in our page views per unique visitor, and user content growing more than 100,000 page views a month with our Advice & Opinion section.

Print has declined only 5% in CIO magazine (market average is about 25%), and CSO magazine's September issue was the largest in the last two years. A lot of this success is based on the incredible work of our Custom Solutions Group (CSG). With a focus on delivering peer-based content programs — such as Executive Viewpoint, MarketPulse, and CIO2CIO Perspectives — using the variety of media and formats our customers want, CSG has grown revenue by 35%.

Executive Programs is another exciting growth area for CXO Media. This year we launched the Business Continuity Forum and acquired the Digital ID World partnership from IDG World Expo. These additions along with tremendous growth in our existing event portfolio allowed us to achieve 25% revenue growth and 65% growth in profit.

What also makes CXO Media quite unique is the CIO Executive Council, our professional organization for CIOs, which had a fabulous year achieving 46% topline growth. We continue to innovate in this area with the launch of the Future State CIO and Pathways programs and expansion into Germany, the U.K. and France.

Q In an earlier column, you talked about your intention to forge new areas of collaboration with fellow IDG business units. Have you made progress in this area?

A Absolutely. During CXO Media's transformation, Computerworld and IDG Corporate Sales have been incredible partners, allowing us to share best practices, all the while finding efficiencies that benefit both parties. We have partnered with Computerworld to launch a highly successful virtual conference series, and we continue to look for ways to leverage the brands together for our customers' benefit. CW and CXO Media created the Online Publishing Group where online technology, production, and development are shared amongst our business units. We recently centralized the financial and facilities department and will continue to explore areas where it makes best sense to the customer and our business. Corporate Sales has been a tremendous partner in helping CXO Media grow topline revenue by 8% this year. **Matt Yorke**, **Charles Lee** and their entire team are a key reason in the amazing turnaround that CXO Media has experienced the past two years. Of course, InfoWorld, Network World and IDG World Expo have also partnered with us extremely well at the sales rep level, which has hopefully driven value collectively for IDG.

Q What's your approximate revenue mix from print, online, events and CIO Executive Council? Do you see these percentages continuing to shift over the coming months/years?

A As with all media companies, our revenue mix continues to shift. Currently print is 48%, online is 24%, Executive Programs is 16% and the CIO Executive Council is 12%. CXO Media continues to plan for print to slowly decline, while explosive growth will occur with online and within the CIO Executive Council. Executive Programs will also continue to grow but probably at a slower rate.

Q Can you explain how your editorial team is organized and how the content flow works?

A CXO Media recently embarked on an editorial transformation which entirely changed the way we produce content. For CSO, we have moved to a 100% online-first model in which the entire editorial team produces all content for the Web first. We then select the most relevant content from the month's body of work, and it is published in the magazine. For CIO it is a mixture of best practices. All content for CIO will be produced for online first with the one exception being the cover package. Of course, this sounds much easier than it is, and the entire editorial team is doing a magnificent job during this transformational period. We are already seeing the hard work pay off with better and more content being produced. Our writers are excited about the new opportunities they have to get their work published, and there is more immediate feedback between them and their customers. They know when they have hit a home run with their content by the amount of traffic or response generated.

Q Are there any new products/developments on the horizon at CXO Media that you can discuss?

continued on page 7

Coming up

PC World/Macworld Global Product Line
Meeting
Oct. 7-9
Boston
Contact: Sandy Wong
sandy_wong@pcworld.com

Enterprise Global Product Line Meeting
Oct. 9-10
Boston
Contact: Samantha Saunders
samantha_saunders@idg.com.au

Storage Networking World
A Computerworld event
Oct. 15-18
Dallas
http://www.snwusa.com

DEMO Germany
Oct. 16
Munich
http://www.demogermany.de

CSO Executive Seminar on PCI Compliance
Oct. 17
Chicago
http://www.cio.com

Entertainment For All Expo
An IDG World Expo event
Oct. 18-21
Los Angeles
http://www.eforallexpo.com

CIO/08 The Year Ahead
Oct. 28-30
Coronado, CA
http://www.cio.com

SOA Executive Forum
An InfoWorld event
Nov. 7
New York City
http://www.infoworld.com

CIO Executive Seminar on eDiscovery
Nov. 14
New York Marriott East Side
New York City
http://www.cio.com

IT Roadmap: Washington
Dec. 13
Washington, DC
http://www.networkworld.com

IDG Sweden's sites add more community elements

Month by month, an increasing number of IDG Sweden's Web sites are incorporating community elements. Community Manager **Bo Nordlin**, formerly editor-in-chief of MikroDatorn, has developed and implemented a new community platform and works with the publications to establish their online communities.

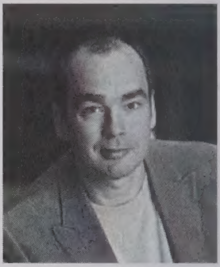
"The goal of our community effort is to increase page views, end-user content and end-user loyalty," Nordlin said. "Our editorial-driven Web sites get about two page views per visit, while a community site averages between 10 and 20 pages per visit."

MacWorld, Cap & Design and Studio (which targets musicians) were the first sites to experiment with communities. Those were initially based on standalone software that was not integrated into IDG Sweden's member and subscription databases. Over the last few months IDG Sweden has rolled out new community software that can be used across all the communities.

Cap & Design relaunched its site on Xcap, a new platform developed by a company named Josh, late last month. Other early adopters of the new platform were IT i vården ("IT in health care"), which uses editorial content from a Computer Sweden supplement on health care, and TechWorld MikroDatorn, which targets people who build their own computers. Internetworld will adopt the platform include later this month, followed by M3 — a Digital World-style publication — and Computer Sweden's job community, CS Jobb, in October.

The new community platform gives users their own blog, a profile page with a guest book and footprints (which enables users to see the names of the people who have visited their profile page) and a forum to discuss various topics.

"With the new platform we have a single user database and, soon, the infrastructure in place to charge for additional features or services in the community," Nordlin said. These extra features will be tailored for each community. For example, members may choose to pay an extra fee to list their blogs on a more visible section of the site or upload more files to the site. Free memberships with more limited privileges will still be available.


Nordlin

Nordlin said the platform is just a small piece of what constitutes community. "The tough part is to create a buzz around your community to get new members and to get them to return. You need an editorial agenda where you plan interesting stuff for your community."

IT i vården, for example, is now featuring prominent members of the health care industry in an online "hot seat" where they can answer questions from community members in the forum section of the site. TechWorld MikroDatorn has a contest inviting people to send in photos and specification of their home theater setups. Other participants vote for the best setup and can offer comments or ask questions that the contestants answer.

Other major publishing companies in Sweden do not yet have a community offering, Nordlin said. "There are, however, lots of enthusiast communities run by individuals or small companies, which we need to compete against."

Write to bo.nordlin@idg.se.

DEMO China

continued from page 1

presentation. All participating companies hailed from China and Taiwan. As an add-on this year, 25 partners from top venture capital companies grilled the demonstrators during a 12-minute question-and-answer session that followed each presentations.

For the first time at the China event, DEMOgod awards were given to the five companies that most effectively communicated the features and benefits of their technologies.

Three hosts rather than one took turns steering the proceedings this year: Entrepreneur Magazine's **Mary Nan**, who serves as the CEO of the joint venture with IDG; IDG World Expo China's **Darren Xiao**, project manager for DEMO China; and the CEO from one of the event's four sponsors.

Like last year, IDG World Expo China created a thorough outreach and support program for participants. The staff organized a six-city road show in July and August to promote DEMO China, and venture capitalists had a chance to quiz the prospective demonstrators. Prior to the event World Expo China staff held several meetings with the finalists to refine their presentations and ensure they held to the six-minute limit.

Write to darren_xiao@idg.com.cn.

IDG

September 24, 2007

Online Edit Intern (CXO)

As an intern at CXO Media Online, you'll have the opportunity to work in an exciting, energetic online editorial environment. We need someone with enthusiasm, flexibility, and a willingness to learn new things to help out with a number of different projects that will give you a good background in media. You must be reliable and able to work on-site. Responsibilities may include writing, helping in the development of editorial packages, working with podcasts, and assisting with content posting. HTML skills are helpful, but not required. Come and learn about search engine optimization, online content management, Internet editorial creation and more! ***Location: Framingham, MA*** **Contact: P. Boyle, Fax: 508-875-4489 Email: cxojobs@cxo.com**

Lead Web Designer (CXO)

CXO Media is looking for a Lead Web Designer to join in our Online Publishing Group (OPG) with design responsibilities for Computerworld.com, CIO.com and CSOonline.com. Responsibilities include working with editorial, sales, business, creative and technical teams to develop the best possible interactive experiences for readers and advertisers. The ideal candidate will possess 7+ or more years in an interactive design environment, including leading complex interactive design projects and possess strong CSS and HTML skills. Experience in mentoring other designers, a well-defined visual perspective, creative agility and ability to juggle while on deadline are essential. Excellent communication, collaboration skills as well as a dedication to quality control are required. ***Location: Framingham, MA*** **Contact: P. Chisholm, Fax: 508-875-4489 Email: cxojobs@cxo.com**

Rich Media Producer (CXO)

CXO Media and Computerworld, publishers of CIO.com, CSOonline.com and Computerworld.com are looking for a seasoned Rich Media Producer to join its award-winning team in Framingham, MA. The right candidate will join a team of talented technical, design and content professionals and will manage all aspects of the company's growing rich media product lines, particularly webcasts and podcasts. The Rich Media producer will develop project schedules, manage partner/vendor relationships, and see multimedia projects through to completion. The ideal candidate will be a team player who is comfortable working on multiple projects simultaneously and has 6+ years of all aspects video production experience (logistics, on location, production schedules, knowledge of location permits, union rules, a wide base of industry contacts etc). Must be able to travel on very short notice, working with crews local and on-site (booking and knowledge of current rates), great client skills is a must, and Avid editing including AfterEffects graphics. Additional required skills: at least 3 years experience in web-based rich media production; strong understanding of rich media technologies; proficiency in web graphics production and web publishing technologies; excellent communication skills; ability to work both independently and in a team and be extremely customer service-oriented. Subject-matter expertise (IT industry) is preferred. ***Location: Framingham, MA*** **Contact: P. Chisholm, Fax: 508-875-4489 Email: cxojobs@cxo.com**

Consulting Director, Telecom (IDC)

IDC's US consulting practice is responsible for developing and conducting market research and consulting assignments, primarily focused on IT and Telecom industry vendors. We are currently seeking a Consulting Director to assist in the development of IDC's consulting practice in the communications and telecom industries. The Consulting Director will be part of IDC's telecommunications consulting practice. This involves supervising staff, developing business, leading and managing projects and developing practice strategy in concert with senior management. The Consulting Director will partner with IDC industry analysts, sales and other IDC groups to develop and manage market research and consulting projects. Clients will include leading telecom companies like AT&T, Verizon and Sprint, as well as leading IT vendors like IBM, Intel and Microsoft with a stake in wireless and other comm.-related solutions. After an initial start-up period, the Consulting Director will be expected to develop and manage long-term consulting relationships with assigned clients, including repeat engagements and contribute to strategy and operations of overall IDC consulting business, including development of new practice areas. We are seeking a consulting professional with strong leadership and team management experience who has demonstrated success in creating positive change in industry environments characterized by ambiguity and challenge. The individual should have 15+ years of professional experience with a focus on client development, solution creation with senior level executives, project management and execution, analysis and writing abilities as well as strong presentation skills. The individual should have experience selling large consulting projects and advising senior level vendor clients. Experience working in an entrepreneurial environment and knowledge of the telecom industry is highly desirable. Familiarity with qualitative and quantitative research methodologies and market modeling is preferred. Bachelor's degree required, master's degree preferred. Travel approximately 10%. ***Location: Framingham, MA*** **Contact: S. Brown, Fax: 508-935-4432 Email: idc_jobs@idc.com**

Know someone interested in joining IDG? Tell them about our jobs! Many IDG business units offer an Employee Referral Bonus for qualifying new hires. Go to http://hr.idg.com for referral information and go to http://careers.idg.com to view all current job opportunities. Pass it on!

Customer Service Representative (IDC)

IDC Canada is seeking a Customer Service Representative to provide support to IDC's clients. The CSR is a key member of the sales and marketing team and reports to the Manager of Marketing and Sales Operations. The CSR is responsible for frontline client service and sales team support. Specific duties include "on-boarding" new clients, register new users to idc.com and provide training, direct communication with clients via phone or email regarding all account inquiries. Sales support activities include not but limited to: input and maintenance of contract database, creation of weekly bookings reports, monthly inquiry reports and schedules, and run account reports for the sales executives to support the Business Value review process. The CSR will also support marketing with weekly updates to IDC Canada website and events. Candidates must have excellent communication skills, both verbal and written, attention to detail, ability to work collaboratively with a busy, goal-oriented team. Proficiency with Microsoft applications. Some knowledge of the ICT industry would be an asset, but not required. A post secondary degree or equivalent work experience required. ***Location: Toronto Canada*** **Contact: S. Brown, Fax: 508-935-4432 Email: idc_jobs@idc.com**

Sr. Research Analyst, Storage (IDC)

The Senior Research Analyst position requires effective management of existing market research programs within IDC Canada's Technology Group, specifically the Canadian Quarterly Storage research program. The position will also entail supporting both program, honoraria and emerging consulting opportunities. The senior analyst will assume full ownership of the research program with responsibility for data management, client support, internal communications, and press calls.

This position also requires that the analyst execute on a business development plan that extends the Storage research portfolio of products and services. The business plan will address expressed client requirements and will, as such, target a variety of prospects, including clients of the Quarterly Storage Tracker program and add-on modules, and potential clients as well, in collaboration with the IDC's sales team. Key responsibilities and relevant skills pertaining to the Senior Research Analyst position are: provide professional and timely service to the IDC Canada home office and regional bases, ensure consistency with US/worldwide research standards and definitions; independently execute client requirements; author reports/bulletins; create and deliver presentations to clients and/or external audiences where required; deliver databases, documents and presentations needed to support a research area; maintain on-time delivery status within the research / tracker program; manage research projects to successful completion; act as a research contact for customer inquiries in a timely manner, ensuring that inquiry status for your clients is continuously kept up to date; act as a press liaison in subject area; actively respond to and proactively present IDC's products and services to a broad base of prospects; attend relevant in-house briefings; expected to arrange and manage external briefings with program clients; work with the IDC sales team to develop specific proposals for prospects; collaborate with colleagues within the analyst and consulting groups to develop new research products; establish customer confidence as a credible source of "value-added" opinion on the marketplace; represent IDC in a highly ethical and professional manner. Required Skills: minimum 3 years industry experience; excellent organizational and analytical skills; excellent interpersonal, negotiation, and presentation skills; excellent written and oral communication skills; basic research, writing, and/or statistical knowledge; good working knowledge of standard office applications (Microsoft Office Word/Excel/PowerPoint); working understanding of research area; self-motivated; customer and results oriented; ability to work within a team environment; ability to develop relationships with senior sales and marketing managers and at the executive level. The successful candidate should have: relevant job experience as a research analyst providing business advice to vendors and/or end-users, or, relevant job experience as a product manager, marketing manager/specialist, or channel program/marketing manager, IT systems manager/administrator. Secondary work experience could include covering IT hardware markets and/or subjects with trade or mainstream publications. Candidate possesses: a solid understanding of the Canadian IT market, and/or channel business practices, along with the issues faced by management, sales, marketers and IT managers, and technical staff; understands market research, its value, purpose and uses; excited and motivated about the prospect and status of being a leading analyst; goal-directed and able to work independently within a fast-moving, environment; personable and friendly – able to build interpersonal relationships with clients and colleagues. ***Location: Toronto Canada*** **Contact: S. Brown, Fax: 508-935-4432 Email: idc_jobs@idc.com**

Assistant Video Producer (IDGE)

IDG Entertainment is looking for an Assistant Video Producer to help plan, manage, and continue to grow IDG Entertainment's online video network. We are seeking a recent grad or someone with some experience who is looking to start their career. The Assistant Video Producer will not only facilitate the creation of original video content across our network of websites, but will have a hand in writing, producing, directing, shooting, and editing material as needed. A passion for video games is essential and games industry experience is a major plus. Skill set includes: Final Cut Pro and Photoshop; color-correction; segment producing; camera techniques for video; online video (encoding, streaming, management, etc); excellent communication and organizational skills; budgeting and cost-analysis; developing new content; programming, coverage, and planning for live events. Send your cover letter, resume and salary requirements to jobs@gamepro.com. Please reference 'Assistant Video Producer' in the subject line when applying to this position. ***Location: San Francisco, CA*** **Email: jobs@gamepro.com**

Go to http://careers.idg.com to view all current job opportunities at IDG

Director, Business Development (IGS)

IDG Global Solutions (IGS) is looking for a Director of Business Development in the US to win new accounts and grow existing accounts by establishing consultative relationships with IT vendors based in the USA and developing client understanding and appreciation of the Global IT marketplace. IGS helps the industry's leading IT companies build international brand recognition by developing globally integrated marketing programs via IDG's print, online and exposition products worldwide. Drawing on Marketing and Research assistance as required, this position will provide value to clients by staying current with competitive, market, and industry information, developing general positioning and pricing strategies, and creating and presenting advertising products optimized for the marketplace. Must have strong presentation and negotiation skills and be able to work both independently and as a member of the sales team. Experience interacting with executive decision-makers and the ability to work creatively, and to devise innovative solutions to complex sales problems is key. As a member of the IGS team, this position will work with International Sales and Country Media teams with respect to client intelligence, strategic relationships, and coordinated global marketing programs. The ideal candidate will have at least 5 years experience in the IT publishing, research or media sector with emphasis on vendor contact and industry understanding; a firsthand understanding of multicultural differences across the globe; and a strong knowledge of high tech and international markets. Qualified candidates must also be detail oriented, self-starting with a strong customer service approach, possess exceptional communication, analytical and organizational skills. ***Location: Framingham, MA* or *San Francisco, CA* Contact: S. Scogland, Fax: 508-999-7972**
Email: hrsd_recruiter@idg.com

Research Manager, Manufacturing Insights (MI)

Manufacturing Insights is seeking a research manager to be part of the Product Lifecycle Management Practice. The research manager will work closely with the Practice Director to produce on-time, quality research in the area of Product Lifecycle Management. The research manager will also have responsibility for research related to the High Tech/Consumer Electronics industry as well as ongoing coverage of specific hot topics. The individual must have strong research project management experience as well strong writing and presentation skills. The individual will be required to deliver compelling research projects, high levels of customer interaction, and be able to grow the practice with both the demand and supply side of technology markets. The research manager will oversee a number of industry segment research programs. In overseeing these programs, the research manager will serve as a main point of contact with the sales force for product education and pricing guidance. Therefore the individual will need to have strong client facing skills and a keen business sense to identify and package products in a way that meets clients' needs. The individual will also be responsible for ensuring that the research is delivered on time, cost effectively, and with a high degree of quality. This requires the research manager to have strong project management skills. The manager will be responsible for improving business processes associated with the gathering of primary and secondary information to support the products. The data will be gathered from a number of different sources and used by a multiple parties. Therefore, an ability to develop a process that maximizes analyst's time and minimizes costs is required. The desired individual will have an undergraduate degree with 5+ years working experience in IT Management. Experience in the manufacturing industry and/or with a market advisory firm is preferred. Additionally, the following skills and attributes are desired: ability to design and implement new processes; strong project management skills with a constant eye on detail; ability to provide actionable advice to executive level management; strong collaboration skills; strong presentation skills; strong modeling skills; strong business development skills; comfort working in a fast-paced, ever changing environment; creative problem solving.
***Location: Framingham, MA* Contact: S. Brown, Fax: 508-935-4432 Email: idc_jobs@idc.com**

Europe Correspondent (NEW)

IDG News Service, IDG's daily, international news service seeks an experienced, high-energy journalist to cover the European information technology industry with a focus on mobile/wireless internet and telecom. We're seeking someone in northern Europe -- Germany, Netherlands or a Nordic country are all possible locations. Wide-ranging responsibilities include covering daily breaking news, reporting on trade shows and conferences, and developing enterprise stories on the beat. Travel is a necessary part of the job. The ideal candidate has several years of experience focusing on the IT industry, and native-level fluency in written and spoken English. He/she should have a recent track record of delivering competitive, enterprising news coverage. **Contact: E. Heichler, Fax: 617-423-0712 Email: elizabeth_heichler@idg.com**

Associate Editor (PCW)

PC World seeks an Assistant Editor to join its award-winning Features/News team. Responsibilities include quickly writing news stories and blog entries for our Web site, tracking developments in a specific technology beat and pitching ideas for new stories. The position will also entail some work writing and editing stories for the magazine's feature well and news section and supervising freelance writers. Ideal candidates will have one to two years of experience writing about technology for the Web, preferably with an interest in security; enthusiasm about technology and personal computers; and the ability to simultaneously manage a number of complex projects. Please submit at least two writing samples with resume to jobopps@idg.com.
***Location: San Francisco, CA* Email: jobopps@idg.com**

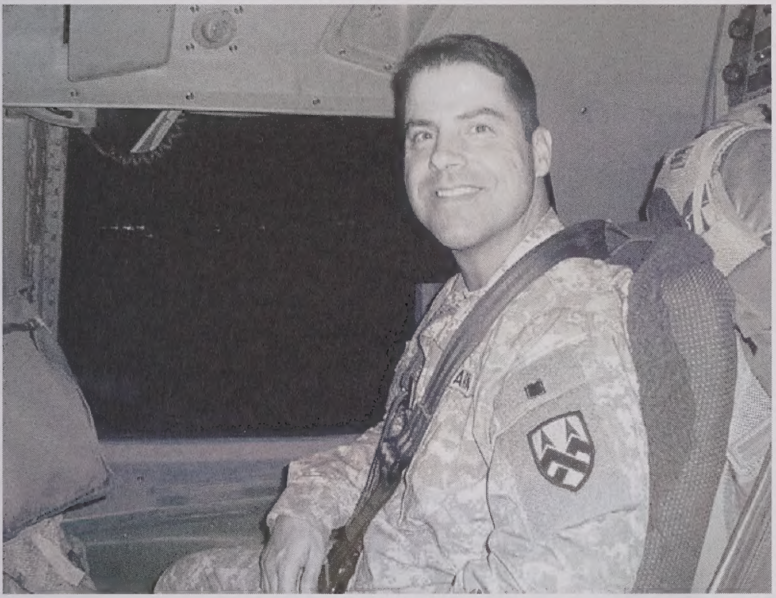
Go to http://careers.idg.com to view all current job opportunities at IDG

IDC's Mahowald returns from 12-month tour in Kuwait

Colleagues kept communication, care packages flowing

IDC's **Robert Mahowald** says he has a lot of catching up to do. Program Director for IDC's Collaborative Computing practice, Mahowald, a.k.a. Lt. Col. Robert Mahowald, has recently returned from a 12-month deployment to Kuwait and Iraq.

Mahowald has been a member of the U.S. Army Reserve for more than 25 years (following five years of active duty with the U.S. Army), but until last April, he had never been called up. Given just four weeks to prepare his family — he has a wife and three young children ages 8, 9 and 11 — for his long absence, Mahowald spent two months training at Camp Shelby in Mississippi before shipping out.



Though he says his work was not dangerous, ***Robert Mahowald*** *said his unit was shelled with rockets "quite a bit."*

Based at Camp Arifjan in the Kuwaiti desert, Mahowald worked as an administrative intelligence officer for the 3rd U.S. Army, which is based in Atlanta. During his first four months he worked as a liaison between the security components of various Army units that performed sustainment (supply, logistics and convoy operations). Later, he worked more closely with the Movement Control Brigade, which orchestrated more than 4,000 vehicles in nearly 450 convoys *every* night, carrying everything needed — from bullets to fuel to popcorn to hamburgers, spare parts and even newly deployed soldiers — to various forward operating bases (FOBs) in Kuwait and Iraq. His work involved trying to figure out safe routes for convoys to travel, taking into consideration the type of supplies traveling, how badly they were needed, how perishable they were, and the safest path from a depot to the FOB that was awaiting the resupply.

His work required frequent travel to Iraq — about 40% of his time was spent there — and less frequent travel to Afghanistan. "Our days were long," he said. "We'd typically work six, sometimes seven days a week and 14 to 15 hours a day." He spent what little free time he did have doing crossword puzzles (each week his wife sent him the puzzle from The Wall Street Journal), reading and watching the occasional DVD with friends.

He was also able to stay in fairly regular contact with family, friends and colleagues at IDC via his Blackberry. "We could use e-mail," he said, "but the Army is really strict when it comes to Web surfing and social networking sites like FaceBook and MySpace, which are off limits." As is all alcohol, most television and most travel to civilian locales. eBay and other sites that use bandwidth were also off-limits. "The Army has a real knack for keeping you focused on the job at hand," Mahowald said.

Mahowald said he was very grateful for the support he received from IDC and his colleagues. Knowing that he intended to return to work following his service, IDC held his job for him. His manager, **Mark Levitt**, program vice president in IDC's Collaborative Computing program, stepped in and assumed Mahowald's client responsibilities, and freelance consultants were hired to cover some of his report writing duties. "When I got the news, it wasn't just my family and I who had to think fast," Mahowald said. "The program had to continue to serve clients as always, and Mark Levitt and [SVP/Worldwide Software & Services] **Henry Morris** really made it work."

Colleagues also kept in touch, sending e-mail, cards, books and comfort items like toys, games, coffee and beef jerky. "You are really limited as to what you can get, depending on where you are," Mahowald explained. "If you're in Kuwait, you may be at Camp Arifjan, which is quite large and has several full-service PXs, but if you are in a very small FOB such as Al-Kissiq (northeast of Baghdad), you may find yourself running out of toothpaste or aspirin at the worst time."

Among the many things he said he is enjoying getting reacquainted with, personal freedom ranks right up there. "You have so many restrictions over there," he said. "Every time you went out in a vehicle you had to sign out your M16, your M9 [pistol], and your bullets, do a safety inspection — it took 20 minutes just to get into a vehicle. It's so great to just hop in the car and drive to BJs!"

You can contact Robert at rmahowald@idc.com. WU

noteworthy people

Promotions

Beach

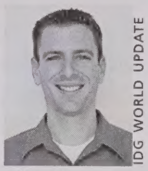
Effective Oct. 1, CIO Publisher **Gary Beach** will be publisher emeritus. "The role will allow him to expand his role of creating strategic relationships in the marketplace with outreach to both of our constituent communities," said **Michael Friedenberg**, CXO Media president and CEO. "Gary's leadership for 10 years at the post of publisher enabled CIO to establish itself as the pre-eminent brand serving the CIO community. Gary will now take this wealth of experience and lead CIO into our new business initiatives centered around communities, multimedia and industry trends." *gbeach@cxo.com*

Melk

CIO VP, Sales and Integrated Solutions, **Bob Melk** will now be publisher, assuming responsibility for all CIO media products (online, print and events) and adding editorial to his existing sales and marketing responsibilities. "Bob's hard work, dedication and commitment to excellence has enabled CIO to achieve incredible results in FY07," said Michael Friedenberg, CXO Media president and CEO. "I truly look forward to seeing Bob take these skills and apply them to the post of publisher where he will lead the CIO team to new heights in '08 and beyond." *bmelk@cxo.com*

New employees

IDC Singapore has hired **Celine Siow** as regional account executive, Telecommunications. Before joining IDC, she was an account manager for commercial sector accounts with Datacraft Singapore Pte Ltd. She holds a B.S. in business administration/marketing from the Singapore Institute of Management. Outside the office she enjoys travel and water sports. *csiow@idc.com*


IDG WORLD UPDATE

Moretti

Macworld has hired **Paul Moretti** as a sales associate. He was previously a client manager with ShareChive LLC and holds a B.S. in business and marketing from Sonoma (Calif.) State University. Away from the office he enjoys DJ-ing, biking and hiking. *pmoretti@macworld.com*

Previously an intern with IDC China, **Jennie Shi** joins the Beijing office full-time as associate market analyst, X86 Server Research. Before joining IDC she was a program specialist with APTECH as has worked as a part-time teacher in an IT training school. She earned a B.S. in computer science and technology from Tianjin University of Technology. In her free time she enjoys music and fitness training. *jshi@idc.com*

IDG WORLD UPDATE

Catrett

IDG Entertainment has hired **Aaron Catrett** as an account executive. He was previously an assistant media planner at Grey SF and holds a B.A. in international studies from the University of North Carolina/Chapel Hill. Away from his desk he enjoys hiking, rock climbing and going to concerts. *acatrett@idg-entertainment.com*

Previously a Webmaster with Thorn Scandinavia, **Henrik Rydahl** is IDG Denmark's new online project manager. A graduate of the Copenhagen Business School, he enjoys music, technology and spending time with his wife and two daughters, ages one and three. *h.rydahl@idg.dk*

Kaman

Onno Karman joins IDG Netherlands as editor of Tips & Trucs, Computer!Totaal and Zoom.nl, coming from VNU Media where he was also an editor. He studied linguistics at Amsterdam's Vrije Universiteit and after that started working in the IT as a systems engineer, during which time he got his Microsoft Certified Systems Engineer and Microsoft Certified Professional + Internet certificates. He enjoys playing tennis, reading, concerts, Web design, hanging out with friends and watching soccer. Last year Kaman and his girlfriend trekked the Indian Himalayas. "We climbed to a height of 5,300 meters to cross the Tar La pass, which was quite tough but an amazing experience." *okarman@idg.nl*

Returning employees

Once national advertising director, **Dave Colford** returns to InfoWorld as VP, business development, Events. An IT media veteran with stints at Primedia, Ziff and most recently at CMP as director of custom and branded events, he will oversee event revenue and build on InfoWorld's model of developing integrated events that focus on specific themes. "In the past two years InfoWorld has been able to build an extremely successful events business around a unique model that focuses on emerging technologies like SOA and virtualization," said **Matt Sweeney**, president and CEO of InfoWorld and Computerworld. "With Colford leading the sales efforts for these events, we are positioned for continued success in this are and will be able to build out an events portfolio based on other leading technology categories." *dave_colford@infoworld.com*

Transfers

IDC Singapore has hired **Emerson Gibin** as research manager, SMB. Before moving to Singapore, he was with IDC Latin America for more than seven years, based in Brazil and Mexico, and managing IDC Latin America's IT Spending Patterns research. He also conducted most of the SMB and Vertical Markets studies in Latin America and, as regional IT and telecom analyst, managed the Consumer and Commercial Devices team in Brazil. Before joining IDC Latin Ameri he was a senior finance analyst at General Electric and worked in Argentina, Peru, Brazil and the U.S. A graduate of Brazil's University of Sao Paulo, he holds a degree in economics. He has also studied in marketing and business at France's Ecole Superieure de Commerce de Marseille and international business at the University of California/Berkeley. A native Brazilian Portuguese speaker, he is fluent in Spanish, English, French and Italian and conversant in German. *egibin@idc.com*

International Noteworthy news wanted

All IDG business units may send details about new employees, transfers, promotion educational achievements, speaking engagements, etc. Write to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

18
John St. Martin *IDC*

16
Simona Cattaneo *Nuov@Periodici Italia*

14
Edith Hoellersberger *IDG Germany*

13
Patricia Duhl *IDC*

12
Sara Culley *Computerworld*
John Daly III *IDC*

10
Laura Kastelic *Computerworld*
Jun Kawahara *IDG Japan*
Tanya Braitchouk *IDC U.K.*
Jennifer McKean *IDG Research Services*
Barbara Hall *IDC Canada*

9
ata Jaskiewicz *IDG Poland*

8
Brian Burke *IDC*
Doug Dineley *InfoWorld*
Kalpana Ettenson *PC World*

7
Thomas Schwieters *IDC*
Sara Scogland *IDG*
Sandra Lawes *Connell Communications*

5
You-Sook Hong *IDC Korea*

4
Rhonda Phillips *IDC*
Ataporn Yongsoongnuen *IDC Thailand*
Howard Sholkin *IDG Communications*
George Hu *IDG Entertainment*

3
Ethan Pike *IDC China*
Ivy Wang *IDC China*
Rowena Francisco *IDC Philippines*
Mitsuyuki Tomiyama *IDG Japan*
Ken Aoyama *IDG Japan*
Konstantin Levin *IDG*
Justin Lewis *IDG Entertainment*

2
Jess Roman *Computerworld*
Katarzyna Czubak *IDC Australia*
Jason Gorud *IDC Singapore*
Donald Cargill *IDC*
Joakim Arstad Djurberg *IDG Sweden*
Rebecka Guzman *IDG Sweden*
Stephen Galeotalanza *IDG World Expo*
Jeremy Rueb *IDG Corporate Sales*
Anna Johnston *Connell Communications*

1
Coann Teoh *IDC Singapore*
Jeffrey Ciulla *IDC*
Lisa Marques *IDC*
Henrietta Cole *IDC U.K.*
Eiichi Toda *IDC Japan*
Glen Blake *IDG U.K.*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continued from page 3

A In the past two years, CXO Media has grown topline revenue by 15% while improving profitability by 1,000%. Moving into our next stage, innovation will be the key to our growth and success. We already have plans for the launch of an Enterprise Web 2.0 Forum; regional CIO events; the CIO Executive Council has launched Pathways, a development program for the managers working for the CIO; CSO newsletters; video programming for online; consulting services on how to sell to the CIO and much more. At CXO Media we need to take more calculated risks and not fear failure but enjoy the journey and reward people for sharing their exciting ideas. I really believe that CXO Media's best days are right in front of us.

CIO India

continued from page 1

ees were also entertained by some traditional Indian dance performances, followed by a rock concert by Euphoria, one of India's leading bands.

The theme of this year's awards ceremony was "The Innovative 100." IDG India Editor-in-chief **Vijay Ramachandran** said the mission of CIO 100 Awards is to recognize 100 Indian companies and their CIOs who have implemented groundbreaking IT solutions and made an impact on their business. The honorees were selected from more than 150 nominations from leading Indian firms. All conference attendees were given The Innovative 100 Yearbook 2007, which featured the profiles of the 100 winners, as well as columns on innovation by Schrage and Hugos.

"In terms of participation, with 24 sponsors and over 130 top-class CIOs in attendance, it would be an understatement to say that we were just successful," Dev said. "This was perhaps the most well received enterprise IT event this year. We exceeded revenue budgets by over 40% and kept costs controlled to ensure it was significantly profitable."

Among the more prominent of the 24 sponsors were Airtel Enterprise Services (which sponsored Schrage's keynote session), AMD (sponsor of the AMD Smart Infrastructure Award), EMC (the EMC Storage Award) and IBM (the CIO 100 Yearbook). "What draws sponsors to CIO 100 is the unmatched networking opportunity with India's leading 100 CIOs all present under one roof," IDG India Marketing Manager **Siddharth Singh** said. "That's the larger reason for most of them, but some sponsors have different agendas such as positioning and visibility and put up booths to show their products."

Under the aegis of **Rupesh Sreedharan**, GM, Events, IDG India's events team put together the entire conference in five months. IDG India Creative Director **Jayan Narayanan** and his team handled the visual elements, including a set of animations that were used during the awards ceremony.

Singh managed the communications and marketing. Among his marketing ideas was a box sent to potential event sponsors. In the box was a business-card holder with the business cards of the attendees of the previous year's event. "Our pitch was that you can meet them all in person at this year's event." Singh said. "We sold the audience, and it worked well for us, considering that we managed to sign up 24 sponsors."

Lending support from the U.S. were CIO Editor-in chief **Abbie Lundberg**, who suggested potential speakers, and **David Hill**, president and CEO of IDG International Publishing Services, who gave the introductory address at the symposium and, gave out all 100 of the CIO awards.

Go to http://www.cio100.in or write to siddharth_singh@idgindia.com. WU

Deb Goldstein bids farewell to IDG after 21 years

When **Deb Goldstein** walks out of her office this Friday, she will close the door on an IDG career that has spanned 21 years and taken her from a shared three-person cubicle to the president's office of the business unit she founded, IDG List Services. In such a long and successful career there are bound to be many special memories — promotions, awards, industry accolades, travel to interesting parts of the world — but when she looks back, Goldstein says the event that tops all others was choking down a two-year-old doughnut while her staff looked on in various states of mock horror.

"It was the result of a dare from my successor, **Andrew Sambrook**, who offered me $50 to eat the petrified Munchkin that he had been keeping on his windowsill." Sitting at a candlelit conference table, cloth napkin in her lap, a silver fork and knife flanking the china plate on which the doughnut rested, Goldstein managed to swallow the rock-hard pastry. "It was a graphic illustration that part of leadership is doing what is necessary for the money!" Goldstein joked.

HOWARD SHOLKIN

IDG Global Solutions' ***John O'Malley****, IDG Chairman* ***Pat McGovern*** *and IDG Communications President* ***Bob Carrigan*** *were among the business unit leaders on hand to wish* ***Deb Goldstein*** *well at a party in her honor held in Boston earlier this month.*

Hired on Feb. 10, 1986, Goldstein's first title was list manager in IDG's Direct Marketing Services group, which handled all the direct response for circ promotions for IDG's U.S. titles at the time. In the late 1980s, the group was spun off into a separate business unit called the Marcomm Group, which was headed up by former employee Jack Edmonston. "The goal was to create a direct response agency," Goldstein said, "and as part of that, List Services began to grow into a sales and marketing operation and gain its own brand identity in the list business."

Since then, IDG List Services has grown from a small list company with 10 postal lists to a diversified data intelligence partner offering direct response customer solutions. "We manage more than 80 postal, e-mail and telelmarketing lists, have a full service brokerage division and offer lead generation, co-brand and data enhancement services."

Goldstein says her proudest contribution to her industry is bringing e-mail list rental to market. "I can't take credit for creating the model, but I did evangelize it to the marketplace. At that time [almost a decade ago] it was really a risk. We were only the second company to launch e-mail list rental and the first with subscriber-based lists. We essentially taught our industry how to do it, and the model still stands more than 10 years later and an unsubscribe offer, which we pioneered, is now law."

Goldstein recalled that the first article written about the launch of e-mail list rental in 1996, quoted a senior executive at a well-known company saying she "wouldn't touch it with a 10-foot pole."

"After the practice was well accepted and we were making *a lot* of money at it, I sent her a 10-foot pole," Goldstein recounted.

Goldstein's retirement from IDG will allow her to devote herself full-time to her other life's passion: art. "These decisions always are very personal, and I believe you need to think about a living work life and a life's work. The culture of IDG has never been that I had just a job. I lived my work, and IDG graciously rewarded me by allowing me to work with an incredible team and colleagues. However, part of my life's work is to be an artist and writer, and it takes not having a job to pursue that part of what I need to do there."

Why now? "You get one life don't you? Just one. And you just know when it is time to pursue the parts of you that have to have their time to flourish. It may all change again, but right now, I am at a place where I am able to take this opportunity."

But while her career at IDG may be ending, Goldstein said the ties won't be severed. "You never really leave IDG. I believe I'll always have an invisible tether to this company. But I do plan to do my art work, consult some and just see what other doors open."

And as anyone who knows her would predict, it's the people she says she is going to miss the most. "It is always said but it is absolutely the truth — what I will miss more than anything are the wonderful humans that I work with every day. **Pat McGovern** has created a company like no other, and what he does inspires me all the time."

Goldstein shared part of a note she wrote to McGovern after the opening of the McGovern Institute for Brain Research:

As I drive home on the evening of November 4, over the Mass Ave bridge, a calm river with spokes of the city reflecting back — a black hallow of night filled with all it can be, I realize that the eye of imagination and the field of possibility are one. On a night such as this, I'm certain that our storied lives are the forward pages of passionate potential. My best hope is that the fruits of your vision inspire endless pages.

"To all of you, I wish you endless pages." WU

andfinally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and ID Directions. IDC, a subsidiary of ID is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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IDG brands win 12 Folio Awards for online, print excellence

Honors include five gold, six silver and a bronze award

HOWARD SHOLKIN

*L-R: **Harry McCracken**, editor-in-chief, VP, PC World; **Jason Snell**, editorial director, Mac Publishing; **Craig Stedman**, news editor, Computerworld; and **Abbie Lundberg**, editor-in-chief, CIO; display their business units' Folio Awards.*

IDG brands have been recognized for superior editorial and design with five gold, six silver and one bronze award in the annual Folio competition. Network World won top honors for an editorial series in Technology/Computing/Telecom and Online Community; Computerworld took home a gold for a Full Issue in the Technology/Computing/Telecom category; Macworld earned the top honor for Best Single Article; and a gold award went to PC World for a Full Issue in the Technology/Computing category.

The Eddie editorial awards and Ozzie design awards are based on how well publications fulfill their mission statements, the quality of their content and how the overall design and production supports their mission. A record number of more than 3,000 entries was submitted in more than 100 categories.

"IDG publications and Web sites earned a dozen

continued on page 2

Last week to vote for your favorite photos for next year's IDG calendar!

Go to http://www.idgcentral.com to make your selections. If you need a login, use the link on the home page to request one.

Inside this issue

GamePro capitalizes on long-anticipated game title to boost sales *page 2*

One on one: IDG EVP/Online Colin Crawford *page 3*

Nordic CW teams begin content collaboration *page 4*

Celebrating 10: Network World's Andrea D'Amato *page 8*

IDG forms joint venture with French Internet group

On Sept. 21, AdThink Media, a French Internet group, purchased the business assets of IDG France and in the process created a joint venture company with IDG called IT News Info.

IT News Info will operate the online sites LeMondeInformatique.fr, Reseaux-telecoms.net, Distributique.fr, DigitalWorld.fr, and CIO-online.com, manage the CIO conference business and publish CIO and Digital World magazines. IT News Info will be running the CIO-branded activities under license from IDG, and it will also license content from the IDG News Service.

The print editions Le Monde Informatique, Reseaux-telecoms and Distributique will cease publication in early October. "CIO and Digital World magazines will continue to be published in recognition of the reader and advertiser support for print versions of these brands in France," said IDG VP/International Finance **Keith Arnot**, who participated in the negotiations.

"AdThink is an ideal partner for IDG in France," Arnot said. "Its expertise in Web development and proven track record as an innovative developer of information services will further reinforce IDG's ability to serve the French market. We are pleased that our existing activities will be enhanced through this alliance and look forward to the continued creativity and success of IT News Info."

Thirty-one IDG France employees will transfer to IT News Info as of Oct. 1 and continue their responsibilities, primarily in online and events. Among them are **David Castaneira**, who led the Web business at IDG France and will direct IT News Info's online activities, and **Annabelle Ducellier**, who will be in charge of CIO products and events. Both will have director titles at IT News Info. **Eric Ochs**, country manager for IDG France, is assisting in managing the transition of the business activities to IT News Info and will be overseeing the closure of the old

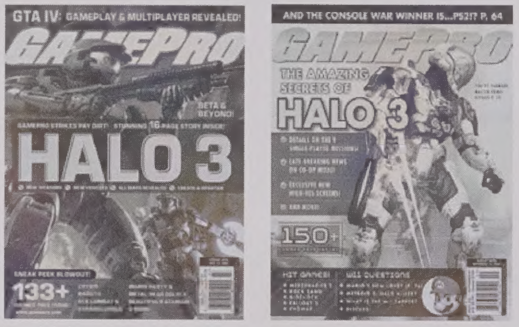
continued on page 5

Halo effect: GamePro looks to repeat huge boost in newsstand sell through

Hoping lightning will strike twice, IDG Entertainment (IDGE) featured Halo 3, the most hotly anticipated game of 2007, on the cover of GamePro for the second time in three months. The July issue, which featured an eye-grabbing cover of the game's lead character, Master Chief, and exclusive content, was the company's best selling issue in two-and-a-half years.

"The efficiency for the July 2007 issue is 17 percentage points higher than the previous six issues in 2007, which means we are selling a lot more copies than we typically do," said **Holly Drawbaugh**, single copy sales director.

She pegged the great sales to a variety of factors. GamePro's editorial team was able to get exclusive information on the game from developer Bungie Studios and publisher Microsoft Corp. "The article was packed with comprehensive coverage and exclusive content that made the story a great value for readers," she said.



The July issue (above left), featuring the then-not-yet released Halo 3 title, was the best-selling issue in two-and-a-half years. The IDGE team hopes to repeat its success with the September issue.

"The editorial and art departments were able to create a cover that looked action-packed and generated excitement at the newsstand," Drawbaugh said. "From the enticing Halo 3 image to the must-read coverlines, this issue screamed 'Buy me!' to the newsstand consumer."

The July issue was also polybagged with a bonus gaming CD, a cost-effective newsstand premium that gave the issue an added bonus for the same cover price (the current newsstand cover price for GamePro is US$5.99). "Along with the CD, we polybagged this issue with a pre-printed polybag that included a Halo 3 coverline on a top banner," she said. This top banner gave the cover story additional visibility on the newsstand, which increased the visibility of the Halo 3 feature.

Knowing that this exclusive could generate consumer interest, Drawbaugh said she purchased a promotion with the Barnes & Noble chain of bookstores that gave the Halo issue front shelf placement in the gaming section of the stores' magazine racks.

With Halo 3 launching last week, IDGE's editorial department decided to make the game its September cover story. "If consumers respond positively to a cover subject and newsstand sales skyrocket, then the newsstand logic is to take advantage of that popularity by repeating that cover subject on future issue or issues," Drawbaugh said. "When newsstand sales results begin to lag for a popular cover subject, you know you have taken full advantage of the increase in consumer popularity."

Contact Holly Drawbaugh at holly_drawbaugh@pcworld.com.

Folio Awards

continued from page 1

Eddie and Ozzie awards placing us among the elite in the media industry," said **Bob Carrigan**, president, IDG Communications. "I am very proud that journalists and designers across six brands have been singled out for excellent work."

Six IDG publications or Web sites received the following Eddie and Ozzie awards:

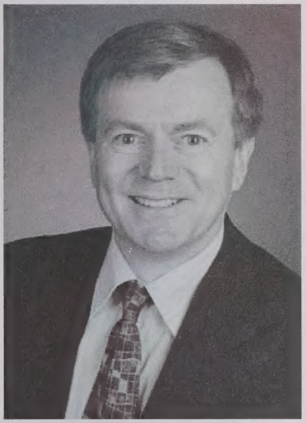
- **Macworld**: A gold for Best Single article for "Protect Your Mac" in the July 2006 issue and three silver awards for Full Issue in Technology/Computing, June 2007, Best Web Site, and Best Online Community.
- **Network World**: Gold for Editorial Series: New Orleans in the Aug. 14 and Aug. 21, 2006, issues and Online Community, and bronze for Full Issue Technology/Computing/Telecom, Sept. 25, 2006.
- **PC World**: Gold for Full Issue Technology/Computing February 2007 and a silver for Single Article "The 10 Biggest Security Risks You Don't Know About" in the August 2006 issue.
- **Computerworld**: A gold for Full Issue in Technology/Computing/Telecom for Jan. 8, 2007.

*Several IDGers spoke at Folio:Show Sept. 24-25. They included **Bob Carrigan** (above left) who answered questions posed by Tony Silber, publisher & editor, Folio magazine. Carrigan talked about IDG's transformation from a print- to a Web-centric media company and the importance of databases of readers of IDG media and attendees at events. Computerworld VP Marketing **Matt Duffy** (above right) talked about the importance of marketers bonding with sales people. "If you can go on sales calls with your sales people, do it," he said. "There's no better way to find out about your advertisers' needs." Other IDG speakers were PC World's **Harry McCracken**, CIO's **Abbie Lundberg** and InfoWorld's **Paul Calento**.*

- **InfoWorld**: A silver for Best Cover design in BtoB for its April 2, 2007, issue, InfoWorld's last print edition ending 27 years of publishing.
- **CIO**: A silver for a Single Article "I.T. Versus Terror" in the Aug. 1, 2006, issue.

the interview one on one

Colin Crawford
The executive VP/Online for IDG Communications is this week's columnist. Reach him at colin_crawford@idg.com.



We will need to think not just about content but content as a service — for example, how will users access buying advice from PC World while considering their in-store purchase? How will they quickly access advice from editors and other users as well as competitive pricing details?

Q As you look ahead into the new fiscal year just starting, where do you see the opportunities for the growth of our business?

A As I look forward to the exciting growth opportunities that are ahead of us I believe IDG has significant opportunities to expand its global presence and business in the IT space, but I believe to be successful we must push hard in certain areas.

1. It's all about content. Our core franchise is the creation of quality content for targeted IT and tech audiences. Our revenues are largely derived from the distribution of that content to the right individuals via the right medium — online, mobile, print and face-to-face events and other peer-to-peer interactions. Our core mission is to help IT professional and tech-savvy pro/consumers make wise buying decisions; we just have to ensure we deliver the right content throughout the whole buying process — from the initial product/service awareness, through the consideration process to purchase and post-purchase. I believe very strongly that each medium has very unique characteristics and that users interact with the mediums in very different ways. Online is not the digitalization of print, and mobile will be very different from online. As we move from print to online to mobile we have to deal with smaller real estate for content, less willingness on the part of users to read large volumes of text but more interactivity and engagement on the part of those users.

We will need to think not just about content but content as a service — for example, how will users access buying advice from PC World while considering their in-store purchase? How will they quickly access advice from editors and other users as well as competitive pricing details? Understanding the user needs for each medium is critical. Within a few years, mobile will be "the first screen" — the volume of mobile devices that are Internet-enabled will significantly exceed the volume of desktop and laptop PCs, and the revenues being allocated to mobile marketing will ultimately exceed online marketing revenues.

The digital natives who grew up online and who communicate via social networks are already moving into the workforce. Soon the "screenagers" who cannot imagine life without mobile devices will follow. While that day is a little while off — strategically we need to be planning for that eventuality while maximizing our opportunities today in the online and print mediums.

2. It's about syndication. As content becomes more distributed and atomized, users can consume our content in multiple places — not just by visiting our brands' sites. The development of lightweight Web services applications often called widgets or gadgets allow content to be virally distributed. These widgets can reside on the Web, on desktops/laptops or on mobile devices. We need to think about what content our users want to consume in different places. Should Macworld create a gadget for its coverage of the keynote at Macworld Expo that can be distributed across Facebook or on the iPhone? What's the business model? What are appropriate distributable content widgets for our other brands?

We should aggressively build out our own tech network that syndicates content from other sites from around the Web that have high affinity with our core brands. We can either identify these sites by using editorial judgment or seeing user traffic patterns using tools such as Quantcast (http://www.quantcast.com). Such networks can create a mesh effect with our brands as the center of gravity — we will be able to use the total traffic of the network for advertising inventory, sharing some of the revenue streams with the sites in the network. We will also be able to distribute content widgets that can be sponsored, contain in-line advertising or used to drive traffic back to our sites. Computerworld's TechDispenser (http://www.techdispenser.com) has the potential to be the foundation of such an extensive network.

3. It's about audience development. Attracting the correct target audiences with the appropriate content while understanding the associated business opportunities is essential. A mass-market end-user strategy is different from a more targeted strategy around small and medium business/enterprise. Content development, audience development and sales all have to work together closely to create products that serve the target user while providing marketers with the ability to interact with those audiences. Audience development is evolving rapidly and becoming more complex. In the past our circulation teams largely focused on acquiring and retaining print subscribers. Today, audience development has evolved to deal with search engine optimization and search engine marketing, e-mail marketing, lead generation, content syndication and viral distribution and many other issues. It's immensely more complex but an exciting opportunity and absolutely strategic.

4. It's about community engagement. The search engines such as Google are very good at delivering search results (and serving up targeted advertising

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Nordic Computerworld teams begin content collaboration

Four countries create editorial content with Nordic viewpoint

As a way to increase the number of articles that have a broad regional interest — and gain some free content in the process — the editorial staff from IDG's Scandinavian Computerworld titles have begun collaborating on a series of features.

***Mikael Lindholm**, editor-in-chief, Computerworld Denmark*

"Globalization and harmonization is at the core of this effort," said CW Denmark Editor-in-chief **Mikael Lindholm**. "Lots of products are the same in the Nordic countries, and increasingly, so is the market approach. Many businesses are viewing the Scandinavian market as one single market of 25 million people rather than a group of separate small countries. However, most business reporting is still nationally divided. We're trying to create editorial content that has a Nordic point of view."

> *"Many businesses are viewing the Scandinavian market as one single market of 25 million people rather than a group of separate small countries. However, most business reporting is still nationally divided."*
>
> *-- Mikael Lindholm*

***Henning Meese**, editor-in-chief, Computerworld Norway*

This past May, the publications launched The Nordic CIO Interview series. Computerworld editors in Denmark, Sweden, Norway and Finland interviewed well-known CIOs in their respective countries from leading Scandinavian companies such as Nokia, Volvo and TDC, asking them questions that would be of broad interest to readers in all four countries. They then made the text and photo available to colleagues as a fully formatted two-page spread featuring each CIO. So far 10 interviews have been published, and the series will likely be continued through the end of the year.

Lindholm said CW Denmark may publish the collection of interviews in a special magazine to attract print ads and/or use it to strengthen its online CIO community and attract ads online, as well.

The editorial teams are using a wiki for project planning, which is conducted in English. "The wiki provides a shared document that all of us can update and correct along the way," Lindholm said. "We can keep track of who we are going to interview and when the article will be released, upload the article and photos, and post guidelines about the series that helps everybody maintain focus." In addition, the group held an August meeting in Oslo to further evaluate the cross-business unit initiative and scope out additional projects.

The business units are planning a series of analytical articles about major IT vendors that will appear over the next few months. In addition, the group will collaborate on the traditional end-of-the-year issues that recap the year and look to the future.

***Kauko Ollila**, editor-in-chief, Tietoviikko (Finland).*

"There's no need to write the same trend stories and do the same interviews four times," Lindholm noted. "We'll create a pool of common stories and supplement them with national market articles."

Kauko Ollila, editor-in-chief of Tietoviikko in Finland, said that his impression is that the CIO interviews have "really given added value to our readers," though there hasn't been significant feedback as yet. As the cooperation continues, he expects to have more concrete results, but for now "this has been more like an exciting adventure."

"Not only has our collaboration produced great stories that we would not have been able to produce on our own, but it's also been cost-efficient," added Computer Sweden Editor-in-chief **Johan Hallsenius**.

Computerworld Norway Editor-in-chief **Henning Meese** said his team has been very enthusiastic about the cross-business unit venture. "Probably because it means they don't have to fill every page themselves!" he joked before making a more serious point. "The collaboration has broken down some walls between the Nordic Computerworld publications. We now know each other, and information on articles that are relevant from a Nordic perspective is shared more freely."

Write to Mikael Lindholm at mrl@cw.dk, Henning Meese at henning.meese@computerworld.no, Kauko Ollila at kauko.ollila@talentum.fi and Johan Hallsenius at johan.hallsenius@idg.se.

IDG

Current Jobs, Week of October 1, 2007

BU	Category	Title	Location	Contact	Email	Phone
CXO Media						
	Custum Publishing	Senior Editor	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Edit	Assistant Managing Editor	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	Edit	Content Development Specialist	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	Online	Lead Web Designer	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Online	Online Editor	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	Online	Rich Media Producer	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Sales	Online Regional Sales Manager	San Francisco	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Sales	Relationship Manager	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	Sales	Sales Development Manager	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
Financial Insights						
	Research	Research Manager, Manufacturing Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Account Executive	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
Health Industry Insights						
	Research	Research Director, Healthcare Provider	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC						
	Consulting	Consulting Director, Financial Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Director, Telecom	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	CS	Customer Service Representative	Toronto, Canada	Susan Brown	sbrown@idc.com	508-935-4099
	HR	HR and Education Coordinator	Framingham MA	Debbie Bernardi	dbernardi@idc.com	508-935-4361
	Intern	Services Research Intern	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Marketing	Marketing Manager, New Business Initiatives	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Marketing	Product Manager	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Marketing	Product Marketing Specialist	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Director, Market Intelligence Advisory Service	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Director, Sales Enablement Services	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Program Manager, PC Tracker	San Mateo, CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, WW Tracker Program	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Pricing Evaluation Service	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Director, Merchandising and Demand Chain - Global Insights	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Retail Store, Channel and Consumer Strategies	Framingham MA, Irvine CA	Susan Brown	sbrown@idc.com	508-935-4100
	Research	Sr. Research Analyst, Application Development Software	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Business Voice Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Global BPO Services: Market Opportunities by Key Business Processes	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Storage	Toronto, Canada	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Custom Solutions Sales Manager, Industry Majors West Coast	San Mateo, CA	Annmarie Allen	aallen@idc.com	508-935-4137
	Sales	Sr. Account Executive - Sector West Accounts	San Mateo, CA	Annmarie Allen	aallen@idc.com	508-935-4137
IDG Corporate Services Group						
	IS	Systems Administrator	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Global Solutions						
	Bus Dev	Director, Business Development	Framingham MA or San Francisc	Sara Scogland	sara_scogland_idg.com	508-935-4161
IDG Entertainment						
	Admin	Administrative Assistant	San Francisco CA	http://careers.idg.com		
	Sales	Sales Coordinator	San Francisco CA	http://careers.idg.com		
	Sales	Sales Manager	San Francisco CA	http://careers.idg.com		
	Edit	Assistant Video Producer	San Francisco CA	http://careers.idg.com		
IDG List Services						
	Sales	Manager, Brokerage Services	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
IDG News Service						
	Edit	Copy Editor	Boston MA	Nancy Weil	nancy_weil@idg.com	617-423-9030
	Edit	US Correspondent, Boston	Boston MA	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
	Edit	Europe Correspondent	Europe	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
Macworld						
	Edit	Associate Editor	San Francisco CA	http://careers.idg.com		
Network World						
	Edit	Editor in Chief, Demo.com	San Francisco CA	Eric Cormier	careers@nww.com	508-490-6454
	Sales	Account Manager, Demo.com	New York NY, San Francisco CA,	Eric Cormier	careers@nww.com	508-490-6454
PC World						
	Admin	Executive Assistant	San Francisco CA	http://careers.idg.com		
	Edit	Assistant Editor	San Francisco CA	http://careers.idg.com		
	Edit	Associate Editor	San Francisco CA	http://careers.idg.com		
PC World/Macworld						
	Online	Web Designer	San Francisco CA	http://careers.idg.com		
WEC						
	Conf	Conference Specialist	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Events	Brand Manager, LinuxWorld	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Events	Brand Manager, MacWorld	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Intern	Marketing Intern	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
	Mktg	Marketing Specialist	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

Coming up

Storage Networking World
A Computerworld event
Oct. 15-18
Dallas
http://www.snwusa.com

DEMO Germany
Oct. 16
Munich
http://www.demogermany.de

CSO Executive Seminar on PCI Compliance
Oct. 17
Chicago
http://www.cio.com

Entertainment For All Expo
An IDG World Expo event
Oct. 18-21
Los Angeles
http://www.eforallexpo.com

CIO/08 The Year Ahead
Oct. 28-30
Coronado, CA
http://www.cio.com

SOA Executive Forum
An InfoWorld event
Nov. 7
New York City
http://www.infoworld.com

CIO Executive Seminar on eDiscovery
Nov. 14
New York City
http://www.cio.com

Saas World 2007
Nov. 28-29
Minato-ku, Tokyo
http://www.idg.co.jp/english

Business Continuity Management
Nov. 30
Minato-ku, Tokyo
http://www.idg.co.jp/english

IT Architect Summit
Dec. 5
Minato-ku, Tokyo
http://www.idg.co.jp/english

IT Roadmap: Washington
Dec. 13
Washington, DC
http://www.networkworld.com

Send events listings to world_update@idg.com and view more in the Events section of IDG Central.

This week on IDG Central

IDG Calendar Contest

View the 40 finalists for the 2008 IDG Employee Photo Calendar and vote for your favorite 12. Winners will be announced in an upcoming issue of World Update.

Meet Your Colleague

Seven months into his new job, IDC China Managing Director **Michael Guo** is pursuing three goals: grow the business, develop the people and standardize the process.

Webcast: IDG Communications Q3

Bob Carrigan, president, IDG Communications, discusses FY07 Q3 results and highlights outstanding examples of new online initiatives and events throughout IDG's U.S. business units.

Employee blogs

IDG's **Colin Crawford**, IW's **Virginia Hines**, PCW/MW's **Kellie Parker** and CW's **Ian Lamont** share their opinions on many topics, including Web trends, successful online ventures, and building online communities.

Go to http://www.idgcentral.com for more resources and features.

IDG France

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operation and supporting the launch of the new operation.

In accordance with its 25% share in the IT News Info, IDG is represented on the joint venture's four-member board of directors by Axel Leblois. Leblois, who held a variety of IDG responsibilities in the 1980s and early 1990s, including IDC CEO and president of Computerworld, is now chairman of World Times, Inc, parent company of the Wireless Internet Institute.

Key members of the joint venture are AdThink Media's co-founders **Betrand Gros** and **Sylvain Morel**, together with **Marc Lavigne Delville**, publishing director of ADthink with management responsibility for IT News Info.

IDG Global Solutions will arrange multicountry and regional advertising purchasing for all the IT News Info properties. IT News Info will have its own sales team for local clients.

IT News Info will locate office space in the Paris area by mid-October. AdThink's main office is headquartered in Lyon.

Go to http://www.adthink-media.com or write to bertrand@adthink-media.com or to marc@adthink-media.com. IT News Info's Web site, http://www.it-news-info.com, is currently under construction.

One on one

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via automated processes) and monetizing those queries. Google attempts to understand the user intent, the user history, their location plus the task in order to deliver a very high-quality search result. Google works well when massive scale is involved; it is much less effective (so far) around specialty markets and around community interaction where general data algorithms don't work so well.

IDG's strength is in building focused IT and tech market segments and targeting engaged, knowledgeable audiences. I believe IDG should be even more aggressive in developing platforms and environments that include applications that really encourage our audiences to engage with each other and to share their knowledge. Our core — and defensible — competitive advantage is around high-quality, engaged communities, but we must reward our users' time and their willingness to interact with our brands by putting user participation at the center of our content strategies.

5. It's about databases. Along with great content, audience development and community engagement we need to build databases and profiles (with clearly defined privacy policies) that help us understand user buying interests and responsibilities. In just a few years, catalyzed by the development of our Unified Customer Database, built by IDG Connect, all of our U.S. business units developed extremely sophisticated and successful lead generation programs. Customer intelligence tools were added to mange the interactions with our users to ensure they weren't abused. Now we will work to take our lead generation programs to the next level by developing lead scoring and other metrics that show high user engagement levels with the content on and across our related sites. Outside the U.S., the pace of database development and lead generation programs has been slower; in fact, it has not been keeping up with market demand. In 2008, I hope to see all the IDG business units around the world make the development of databases and lead generation programs a top priority.

Sometimes the scale of the opportunity appears daunting, and we have to balance execution on short-term budgets and revenue goals while planning for the market shifts ahead. However, IDG commands a dominant position in the marketplace, providing vital information on information technology while bringing buyers and sellers together — no other media company on a global basis comes anywhere close. The year 2007 has been a great one for IDG, now I'm excited about the year ahead, the growth opportunities and working with all of you to achieve them.

noteworthy people

Promotions

IDC Global Account Manager **Karen Lucero** has been promoted to associate vice president, Enterprise Major Accounts. "As the Microsoft global account manager, Karen joined IDC over three years ago, following a successful three years with IDG also working with Microsoft. This allowed her to bring outstanding client knowledge and contacts to her IDC role and, while being based in Bellevue, Wash., quickly become a most effective global account manager," said **Brad Thorpe**, group VP and general manager, Enterprise Sales. "In the three years she's been in this position, Microsoft's business has grown nearly 40% with IDC and is now one of IDC's top three customers globally. Karen is successful working with Market Intelligence librarians, procurement professionals and business unit executives and has also worked effectively internally with global sales colleagues as well as research analysts and product marketing, all of whom have provided excellent unsolicited feedback." *klucero@idc.com*

IDC Sales Manager/Director, Global Financial Accounts, **Kevin Robock** has been promoted to sales director, Enterprise Financial Accounts. "For the past three years, Kevin has worked with some of IDC's largest financial accounts including Deutsche Bank, Morgan Stanley, JP Morgan Chase, Lehman, Warburg Pincus, Visa and Sanford Bernstein," said **Kevin Dunne**, VP, Global Financial Accounts. "During this time, Kevin has not only done a great job of solidifying these important Wall Street relationships but has also demonstrated his ability to close new business within these accounts by generating over $2.5 million worth of new IDC revenue. In addition to Kevin's outstanding revenue contributions, he has also been instrumental in the development of the team's Business Value Report and has been a leader in our global selling efforts as well. Kevin brings a wealth of selling experience and a considerable sales skill set to the team from his days as a global account manager for IBM and as one of the original salespeople with Netscape's West Coast team." *krobock@idc.com*

Holmlund

CXO Media Marketing Communications Coordinator **Lynn Holmlund** has been promoted to marketing and PR specialist. "In addition to her current responsibilities in this expanded role she becomes the point person for PR activity, including inbound media requests, review and approval of third-party news releases, PR related to our editorial awards and liaison with IDG Corporate Communications," said **Sue Yanovitch**, senior director, Marketing Communications. *lholmlund@cxo.com*

New employees

Jerald Lee joins IDC Singapore as a regional account executive, having spent four years with Fuji Xerox Singapore Pte. Ltd. as a major account manager for Financial and Professional Services. Prior to that, he had a short stint in Ricoh Singapore Pte. Ltd. as a new business executive. A graduate of the University of Western Australia, he holds a B.A. in commerce. In his leisure time, he likes to play golf, badminton, billiards and is an avid car enthusiast. *jeraldlee@idc.com*

IDC Singapore has hired **Fiona Kanagasingam** as a senior market analyst with its Government Insights Asia Pacific group. Prior to joining IDC, she worked with the Singapore Ministry of Community Development, Youth and Sports, where she held various research, analyst and policy and program development positions, including managing a team driving planning, research and research consultancy in strategic, cross-functional areas within the social sector. She graduated from New York's Columbia University with a B.A. in political science. *fkanagasingam@government-insights.com*

Piedrahita

IDG WORLD UPDATE

IDC Framingham has hired **Farben Piedrahita** as a senior account executive with the Enterprise Financial Service Group. He previously held the same title at InfoTrends, a market research and consulting firm in Weymouth, Mass. He studied at Bentley College in Waltham, Mass., and enjoys spending time with his wife, "three lovely children and a very active golden retriever." *fpiedrahita@idc.com*

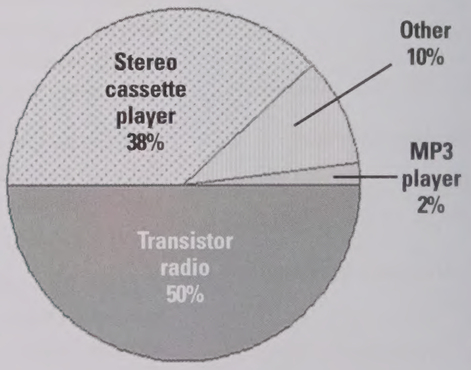
Sales Associate **Jolene Westerling** comes to PC World's Framingham sales office from Gold's Gym where she was senior manager. She holds an associate's degree in physical therapy from Lasell College in Newton, Mass., and enjoys photography and weightlifting. *jolene_westerling@pcworld.com*

Marketing Specialist **Tara Wislocki** comes to IDG World Expo from her role as program coordinator with International Health Racquet Sportsclub Association; she will be providing marketing support for the Macworld and GreenXchange Expos. She holds a B.S. in kinesiology from the University of Connecticut and enjoys fitness, sports, travel and spending time with friends. *tara_wislocki@idg.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the Week for Sept. 24

What portable entertainment device did you first own?



Log on to www.idgcentral.com to vote on this week's question: **Have you ever had problems typing due to carpal tunnel syndrome?**

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

27

Maria Doehler *IDG Germany*

23

Anton Paunert *IDG Germany*
Juan Jose Marquez *IDG Spain*

20

Gary Beach *CXO Media*

18

Christophe Witte *IDG Germany*
Martin Wallström *IDG Sweden*

17

Gerhard Holzwart *IDG Germany*
Hans Hausner *IDG Germany*
Wilson Wan *IDC China*
Andrew Ware *IDC*

16

Darren Whiteman *IDG U.K.*
Stefan Ueberhorst *IDG Germany*
Luis Palacios *IDG Spain*

15

Juergen Hill *IDG Germany*
Wlodzimierz Duszyk *IDG Poland*
Charlotte Kempe *IDG Sweden*

13

Wolfgang Sommergut *IDG Germany*
Margit Kuther *IDG Germany*
Marcel Schaper *IDG Netherlands*

12

Heidi Schwab *IDG Germany*
Karen Battley *IDG Global Solutions/EMEA*

11

Robin Morris *PC Advisor*
Ursula Nehring *IDG Germany*
Mauro Buccola *Nuov@Periodici Italia*
Alejandro Garcia *IDG Spain*
Marisa Gijon *IDG Spain*
Miguel Angel Gomez *IDG Spain*
Martin Canning *IDC Benelux*

10

Frank Niemann *IDG Germany*
Michito Kimura *IDC Japan*
Mitchell Rose *IDC*
erri Haas *CXO Media*

9

Alexandra Mesmer *IDG Germany*
Hans-Juerg Humbert *IDG Germany*
Walter Reindl *IDG Germany*
Alexander Bauer *IDG Germany*
Michael Schmelzle *IDG Germany*
Daniel Comino *IDG Spain*
Ki Blomqvist Vesterberg *IDG Sweden*
Regena Marie Adams *IDC*
Sara Fitzgerald *IDC*
Tom Valovic *IDC*
Robyn Patrick *IDC*
Laurianne McLaughlin *CXO Media*

8

Beate Woehe *IDG Germany*
Eva Fertner *IDG Germany*
Anita Thiel *IDG Germany*
Malte Jeschke *IDG Germany*
Michael Eckert *IDG Germany*
Christian Vilsbeck *IDG Germany*
Bernhard Haluschak *IDG Germany*
Dominika Marszycka *IDG Poland*
Dorota Konowrocka *IDG Poland*
Mats Ståhlbröst *IDG Sweden*
Al Gillen *IDC*
Bill Casey *IDC*
Jan Zhang *IDG China*

7

Tanja Braun *IDG Germany*
Riem Sarsam *IDG Germany*
Claudia Capello *IDG Germany*
Alexander Freimark *IDG Germany*
Noriko Moritomo *IDC Japan*
Ryuichi Yokoyama *IDC Japan*
Claudio Leonardi *Nuov@Periodici Italia*
Dariusz Sokolowiski *IDG Poland*
Maria Jose de Cadiz *IDG Spain*
Niklas Ekman *IDG Sweden*
Yoriko Yamaguchi *IDG Japan*
Naomi Otsuki *IDG Japan*
Reuben Tan *IDC Singapore*
Ricardo Villate *IDC Argentina*

6

Charlotte Thygesen Poulsen *IDC Nordic/Denmark*
Nicole Bergmair *IDG Germany*
Alfred Baeder *IDG Germany*
Keith Gaffney *IDC Ireland*

5

Heike Meironk *IDG Germany*
Moritz Kaiser *IDG Germany*
Yasusuke Suzuki *IDC Japan*
Ricardo Vilchis *IDC Mexico*
Dawn Petersen *CXO Media/Computerworld*
Bill Zhang *IDG China*

4

Matt Lawton *IDC Canada*
Thomas Stroehlein *IDG Germany*
Bernd Fischer *IDG Germany*
Christian Schmidt *IDG Germany*
Luca Figini *Nuov@Periodici Italia*
Alfredo Illanas *IDG Spain*
Pablo Oliveira *IDG Spain*
Eric Sheppard *IDC U.K.*
Jubert Alberto *IDC Philippines*
Karen Rondo *IDC Philippines*
Lisa Larson Lee *IDC Singapore*
Janjaree Chianwicha *IDC Thailand*
Kun-Ongkhananon Thaweesit *IDC Thailand*
Cathy Cheng *IDG China*

3

Alexandrina Boariu *IDC Canada*
Michael Beilfuss *IDG Germany*
Michael Held *IDG Germany*
Rudolf Mueller-Goldhorn *IDG Germany*
Volker Tiemann *IDG Germany*
Moritz Jaeger *IDG Germany*
Stefanie Bahr *IDG Germany*
Marcus Egger *IDG Germany*
Christian Lochner *IDG Germany*
Gerwin van Engelenburg *IDG Netherlands*
Christina Carstensen *IDG Global Solutions/EMEA*
Yukiko Ishikawa *IDG Japan*
Tatsuo Sato *IDG Japan*
Selina Wang *IDC China*
Claus Mortensen *IDC Hong Kong*
Mun-Heng Gee *IDC Singapore*
Luciano Acosta *IDC Argentina*
Matias Berardi *IDC Argentina*
Daniel Boschetti *IDC Argentina*
Ariel Ojman *IDC Argentina*
Alejandro Oliveros *IDC Argentina*
Juan Pablo Seminara *IDC Argentina*
Ricardo Pinedo *IDC Mexico*
Hugo Villegas *IDC Mexico*
Tamara Carlin *IDC*
Martha Connors *CXO Media/Computerworld*
Jennifer McCarthy *CXO Media/Computerworld*

2

Adrian Lloyd *PC Advisor*
Michael Steinbrueckner *IDG Germany*
Hideo Wada *IDC Japan*
Eszter Morvay *IDC U.K.*
Junichi Matsuno *IDG Japan*
Shintaro Tsuboi *IDG Japan*
Abhishek Kumar *IDC Singapore*
Annie Yang *IDC Taiwan*
Romina Adduci *IDC Argentina*
Juliane Cavalcanti *IDC Brazil*
Ricardo Gomes Faim *IDC Brazil*
José Martin Juacida *IDC Brazil*
Pamela Washek *IDC*
Shira Enstrom *IDC*
Christopher Kay *CXO Media*

1

Robert Sierra *IDC Canada*
Steve Yang *IDC Canada*
Anders Mehlbye *IDC Nordic/Denmark*
Alexandra Auer *IDG Germany*
Matthias Weber *IDG Germany*
Petra Seeser *IDG Germany*
Ulrich von Kapff *IDG Germany*
Agnes Froeschl *IDG Germany*
Gerlinde Csallner *IDG Germany*
Katharina Lebold *IDG Germany*
Marjolein Sturk *IDG Netherlands*
Gino Puit *IDG Netherlands*
Miho Nogami *IDC Japan*
Elaine Lopes *IDG Brazil*
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Bansi Patel *CXO Media/Computerworld*
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Niklas Sandberg *IDG Norway*
Kenneth Løvlien *IDG Norway*
Reuben Smith *IDG Norway*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

celebrating 10!

Name
Andrea D'Amato

Home
Methuen, Mass.

Joined Network World
Aug. 12, 1996, as a sales manager.

What your job involves
As vice president, Event Sales, I'm responsible for sponsor revenue across three distinctly different products: IT Roadmap Conference & Expo, The Security Standard and DEMO. I have a first-rate sales team who sell and manage event sponsorships and accounts across the U.S.

Most challenging part of your job
Anticipating the next tech topics that will garner strong sponsor support and revenue.

Best part of your job
Working with a fantastic events team — from marketing to operations to sales — we strive for the best, and we have fun!

Latest accomplishment
I'm very proud of the event sales team achieving the highest revenue to date for a single-day NWW event: IT Roadmap Dallas 07 brought in $1,000,000 in sponsor revenue.

I joined IDG because
When a recruiter introduced me to my former employer, DCI, they told me I'd be there for two years and then would be scooped up by a terrific company. Sure enough, two years later I joined IDG and it was the best (professional) decision I ever made.

What's kept you at IDG for 10 years?
The people — doesn't everyone say that? But it's true!

Best way someone could compliment you on your work
It's always gratifying when sponsors tell us our events are the best in the industry or exceeded all their expectations. I never tire of hearing that.

One thing you've learned during your tenure at IDG
Two things: Persistence always pays off, and attitude is everything.

Interests outside the office
Biking, hiking, reading and attempting to ski.

Family
Husband Mark and 6-year-old son Nathan.

What book is on your bedside table?
I just finished "A Thousand Splendid Suns" by Khaled Hosseini.

Network World's ***Andrea D'Amato*** *was the guest of IDG Chairman* ***Pat McGovern*** *at a dinner honoring her 10 years of service to the company.*

Five people, living or dead, you'd invite to a dinner party?
I'm a history buff — Henry VIII, Anne Boleyn and Elizabeth I would make for interesting conversation; to mix things up, I'd invite Cleopatra and Marc Antony.

As a child, what did you want to be when you grew up?
A television journalist.

First job
I sold classified ads for a weekly shopper.

Your idea of a perfect day alone?
Two extremes — either reading a great book on a beach or shopping in NYC (for shoes, of course).

Pets
Ranger, a one-year old Shiba Inu with an attitude.

Favorite gadget
Blackberry (a.k.a. my Crackberry).

Your last meal would be
Lobster — it's so much work but worth every bite.

Manager's profile
"Brilliant sales professional and team leader is how I describe Andrea, or simply put, a rock star! In addition to all her accomplishments and personal growth I am in awe of how many clients ask for her as I travel around the country and seek her out for smart marketing advice and industry updates. Client dinners feel more like D'Amato reunions as everyone tracks the whereabouts of all the top marketing professionals in the industry. Andrea is a world-class VP of Sales who continues to drive our business forward as an individual contributor and manager."

— Neal Silverman, executive vice president, Network World – Events & Executive Forums

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

IDG Photo Calendar winners are on IDG Central

A record number of employees — more than 550 — voted online this year. View the 12 winners of the 2008 IDG Calendar at http://www.idgcentral.com.

IW's Virtualization Forum focuses on enterprise-wide solutions

InfoWorld's fourth Virtualization Executive Forum: Mastering Virtualization from the Data Center to the Desktop focused on virtualization technologies being used across the enterprise including the server side, storage, applications and the data center. The two-day event, which took place Sept. 24-25 in New York City, aimed to help the 300-plus participants address the following questions:

- What are the software licensing implications?
- What are the technical requirements?
- Can these technologies be managed within existing frameworks, and can they be integrated with existing systems?
- What skills are needed to tame them?
- How will virtualization impact existing IT processes?

InfoWorld Executive Editor **Doug Dineley** worked with a team of InfoWorld contributors and **Kaitlen Murphy**, IW content manager, to recruit speakers and pull together an all-encompassing two-day agenda. "New this year were several sessions on

continued on page 5

*InfoWorld staff onsite at the Virtualization Forum included (front row, l-r): **Amy Dion**, event director; **Roseann Labruno**, sales associate, InfoWorld.com; **Jill Martay**, VP, InfoWorld Events; **Kaitlen Murphy**, content manager, InfoWorld Events. Back Row: **Ahmad White**, marketing specialist, Infoworld Events; **Dave Colford**, VP Business Development, InfoWorld Events; **Hal Mentlik**, VP Sales, InfoWorld.com.*

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IDG adds online technical training from lynda.com

Two-week license gives employees complete access to more than 320 topics

With an increasing number of employees needing to master an increasing variety of technical tools, IDG's Training and Development group is introducing a new resource: online technical training through lynda.com.

The lynda.com online training library currently comprises more than 20,000 Quicktime movies on 320 different topics, including Microsoft Office, Adobe Photoshop, Flash, Dreamweaver, HTML, CSS, Illustrator, video editing, podcasting, blogging and much more. Classes range in length of time from a half an hour up to 14 hours.

"We evaluated a number of online training providers," noted **Laurie Butson**, IDG training and development manager. "But the wide variety of topics, quality of the content and instructors, and the flexibility with membership combined to make lynda.com an obvious and ideal fit for IDG."

The online training is being offered as a supplement to the extensive array of classroom-based professional, management and business skills training, long offered by the Training and Development team on both the East and West coasts.

"Lynda.com allows IDG Training to meet more employee needs," Butson said. "In addition to lynda.com, we will continue to offer in-person technical training classes, as we recognize that online training isn't for everyone and every situation. Some people learn better and prefer in-person classes. But technical training does lend itself well to a self-paced online environment, as it's more straightfor-

continued on page 5

in brief newsworthy

IDG supports IAB Awards program

mixx
Interactive Advertising Bureau

HOWARD SHOLKIN

IDG Communications Senior VP Sales and Marketing ***Matthew Yorke*** *(right) was a presenter at last month's third annual MIXX Awards in New York City. Sponsored by the Interactive Advertising Bureau (IAB), the MIXX Awards are a juried competition that recognize excellence in the creativity and effectiveness of interactive advertising campaigns. Yorke, and co-presenter Jenny Howell, are pictured with award winner Tom Beeby, chief creative officer, Stinson Partners. IDG was a sponsor of the awards dinner.*

Full August publication profit margin report available online

Each month, IDG's wholly owned publications in seven of the company's global product lines are ranked in descending order of profit margin. Below is a partial list for August.

CW/IW publications
1. Czech Business World
2. Computerworld Schweiz (Switzerland)
3. Computer Sweden
4. Computerworld Danmark
5. Australian Computerworld

PC World publications
1. PC Advisor (U.K.)
2. PC Tipp (Switzerland)
3. PC for Alla (Sweden)
4. Australian PC World
5. PC World Hungary

Macworld publications
1. MacWorld Sweden
2. Macworld U.S.
3. Macworld U.K.
4. Macwelt (Germany)

Networking publications
1. China Telecom World
2. China Network World
3. Nettverk & Kommunikation (Norway)
4. Network World U.S.
5. Network World (Japan)

Reseller publications
1. Australian Reseller News
2. Norway IT-Bransjen
3. Sweden IT-Branschen
4. China Computer Partner World
5. Computer Partner (Germany)

Games publications
1. GameStar Germany)
2. GamePro (Germany)
3. GameStar (Hungary)
4. GamePro (U.S.)

CIO publications
1. CIO U.S.
2. China CEOCIO
3. CIO Australia
4. CIO Japan

iPhone Superguide distills "massive" online coverage into 92 pages of tips, tricks and tools

Macworld last month released "Macworld iPhone Superguide," the fifth in its popular Superguide series of how-to books. Developed by Macworld editors and edited by Senior Features Editor **Kelly Turner,** the 92-page book offers tips, tools and a complete iPhone how-to guide, from customizing the phone's settings to syncing audio and video files. Turner said this book took about six weeks to put together, "one of our shortest turn-arounds." She added that much of her job in editing the Superguides involves taking the "massive amounts" of content Macworld puts online and organizing it into a cohesive book, with the writers filling in the gaps and updating details.

For Mac & Windows
5:35
Macworld iPHONE SUPERGUIDE

The latest addition to the Macworld Superguide family focuses on the iPhone.

"In some ways, that's easy, because much of the content is already there," she said. "But making it all fit together and keeping it up to date with our latest discoveries is an interesting challenge." On the production end, the process is simplified as much as possible. There are standardized templates for the design, and several steps of the copy editing and design process have been eliminated to help speed production. "But it's a process we are still trying to fine-tune," Turner said.

Macworld VP and Editorial Director **Jason Snell** said that since the Superguide line's inception two years ago the books have contributed more than US$200,000 to Mac Publishing's bottom line. He said they planned to do six Superguides this fiscal year, beginning with an updated version of 2005's Digital Photography Superguide, the first in the series, followed by a new book on Apple's Leopard operating system. The iPhone Superguide is available in three formats: as a downloadable PDF for $12.95, a CD-ROM for $15 or a full-color book for $24.99. All versions are available at http://www.macworld.com/3038.

"With the iPhone recently dropping in price and the holiday season approaching, we hope the book will benefit from a wave of iPhone sales," Turner said.

For more information contact Kelly Turner at kturner@macworld.com.

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IDG employees can receive IDG World Update as a PDF file via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (www.idgcentral.com).

opinions

employee blogs

Trying another online quiz

Monday 24th September 2007

InfoWorld.com General Manager ***Virginia Hines***

After the unexpected success of InfoWorld's Geek IQ Test last month, the editors devised another online quiz, the Network Security IQ Test, that launched today. At midday it has added about 5% to our traffic total. That's a nice boost, but nothing like the record-shattering numbers we saw with the first test.

There are a few reasons this tepid performance isn't surprising. First, the quiz is in a niche area that doesn't relate to the entire InfoWorld.com audience the way the broader IQ test did (that said, security is one of the more popular verticals on the site). Second, instead of the 20 questions of the first test, this one only has 10. When you feed the slot machine nickels instead of quarters, the payoff is bound to be smaller.

Still, we've added some features to try to improve the quiz's business performance. Every question is a separate pageview, and every page has two IMUs. We also broke the answer key into two pageviews and added the ability to comment on the quiz. In addition, we created a name-capture opportunity by offering to e-mail test takers details on where their score ranks among others who completed the quiz. Both the results page and the e-mail contain links to the original Geek IQ Test, for those who want to continue testing their IT IQ mettle.

To make the quiz more fun, we added illustrations for each of the scoring levels, from "Danger to Society" to "Security Guru."

September has been a very challenging month, traffic-wise. We started with a three-day outage from our newsletter vendor that cost over 100,000 pageviews, then we were the victims of some bad Javascript in an ad served by a third party. That caused a significant pageview outage and prevented our serving ads for even longer. Those technical problems added to a 30-day month that includes a major holiday and five weekends mean every pageview matters. We have our fingers crossed that this second quiz will give us a nice traffic boost as we wind down the month and the fiscal year.

We continue to learn how to optimize future quizzes to improve user experience and business performance. We're still bullish on online quizzes as a platform with much potential to turn pageviews.

BugMeNot.com and community

Friday 21st September 2007

PC World/Macworld Online Community Manager ***Kellie Parker.***

BugMeNot.com is a Web site that encourages people to share logins to sites that require people to log in. Some people see compulsory registration as a nuisance, a violation of their privacy and a way to get a lot of unwanted spam. Some people also think it is harmless to use a shared registration to read content or browse a Web site.

Online community is very different, though. The glue that holds an online community together is the ability for members to meet other people and form relationships with them. The trust of identity is fundamental to a community's success. This is why everyone has a unique username, and why people differentiate and further identify themselves with avatars and signatures. We trust that the people we are communicating with are as real, honest and singular as we are ourselves. When this trust is broken, the community is broken.

We check BugMeNot from time to time in order to ban accounts that show up there. I'm OK with this, because the only things that you need to register to do are community things — post on the message boards, post in the blogs, post a product review, etc. On our last pass, we found a few new accounts.

I was sad when I saw them. There were some familiar names: usernames that often posted thoughtful, well-written things, sometimes content I had featured in my community newsletter. I can't help but feel a little betrayed. I had formed opinions of and attachments to these people, who turned out not to be anything more than a mask worn by who knows how many people. My trust that they are real, honest and singular is broken.

I've found that BugMeNot has a process for submitting a site to be blocked from their database. The site must meet one of three criteria. First, payment: if users pay for logins to the site, those logins can be blocked from BugMeNot. Second, if the site is a community that requires login to add or change content, but not to view, it can be blocked. Third, if sharing logins is a risk (such as for a banking Web site), those sites can be blocked. I've asked our engineers to submit our site.

I suggest that you check BugMeNot for your own sites, and if you meet one of their three criteria, that you submit your site to be blocked.

Blog invitation

IDG Central, IDG's intranet, has four employee blogs, written by IDG Communications Executive VP/Online **Colin Crawford** and Computerworld Senior Online Projects Editor **Ian Lamont** as well as the two featured on this page.

Check them out at http://www.idgcentral.com.

Any other employees interested in setting up a blog related to any aspect of publishing, events or research may write to idgcentral@idg.com.

Two IDG Vietnam events share venue in Hanoi

ICT in Finance, CIO Conference & Awards held in September

IDG Vietnam & Indochina organized a double dose of events last month in Hanoi, with the one-day CIO Conference and Awards held in conjunction with ICT in Finance Conference & Exhibition, which ran Sept. 18-21.

For the fourth consecutive year, the ICT in Finance event, co-organized with the Department of Financial Informatics and Statistics, brought together leaders from enterprises and public agencies to discuss strategies to enhance the country's global competitiveness, learn about the latest ICT advances in the finance sector and share experiences.

THE 4th ANNUAL
VIETNAM ICT IN FINANCE
Gala Dinner & CIO Awards 2007
Hanoi - September 19, 2007
IBM

(From left): Dang Duc Mai, general director, Department of Financial Informatics & Statistics, Ministry of Finance; Ray Schmidt, guest speaker and former CIO of the Public Company Accounting Oversight Board; nine CIO award winners; ***Tam Le****, managing director, IDG Vietnam & Indochina.*

This year's event was bigger than ever before, with five main sessions, 40 speakers, 600 conference attendees and approximately 1,550 exhibition attendees. One of the panels, which addressed ICT applications for taxation, customs, debt management and the securities market, was broadcast live on the INFOTV channel.

Vendors at the exhibition included a mix of local and international companies including HP, Juniper Networks, M.TECH and Santak.

The conference portion of the third annual CIO event, which drew 120 attendees, featured six speakers from Vietnamese and international organizations who shared their expertise on the theme "implementing effective program management." The evening awards program aimed to identify and honor distinguished individuals who have made exceptional contributions to the development of Vietnam and the growth of the CIO role.

IDG Vietnam & Indochina Managing Director ***Tam Le*** *(right) joins representatives from the Ministry of Finance at one of the display booths.*

According to IDG Vietnam, the country has seen a dramatic increase in the number of CIOs this year, as 1,641 people now have that title, 82% of whom are from enterprise firms.

A record number of candidates were nominated and chosen for the awards. Nine CIOs representing state agencies and private companies were selected by a panel consisting of several of last year's award winners and IDG Vietnam & Indochina Managing Director **Tam Le**. They considered the CIOs' impact on corporate strategies, customers and organizational finances. Approximately 270 C-level and government representatives attended the ceremony, up from 200 last year.

The 2nd annual CIO Best Choice Products were also recognized during the event. Voting for products in 15 categories took place online at http://www.cio.com.vn and via mailed survey forms. CIOs and CEOs participated as well as editorial directors, event managers, sales managers and other IT-oriented individuals. For a list of the winners, see this article on IDG Central.

Write to IDG Vietnam PR Executive ***Pham Ngoc Tham Anh*** *at anh_pham@idg.com.vn.* WU

Additional IDG Vietnam '07 events

COMNET VIETNAM 2007

ComNet Vietnam
Nov. 20-21
Hanoi

www.egov.com.vn

Vietnam eGovernment Symposium
Dec. 4-6
Hochiminh City

More about IDG's activities in Vietnam at http://www.idg.com.vn.

IDG

Current Jobs, Week of October 8, 2007

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Computer World						
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	Events	Business Development Specialist	Framingham	M.Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Editorial	Sr. Editor, IT Channels	Framingham	M.Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Marketing Specialist	Framingham	M.Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Editorial	Features/Reviews Editor	Framingham	M.Scanlon	mary_scanlon@computerworld.com	508-628-4903
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	Mktg	Marketing Specialist	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

lynda.com

continued from page 1

ward and often requires limited interaction with a trainer.

Furthermore, there is a burgeoning need. "People are increasingly required to have these skills to do their jobs. These are no longer skills that are nice to have, they are skills that many employees need to have," Butson said.

Among employees who have already tried out the new training option is PC World Deputy Art Director **Jeff Berlin**. To date, he has taken training in Photoshop CS3 New Features, Photoshop CS3 One-on-One: The Essentials, After Effects 6 Essential Training, After Effects 7 New Features and Carrara 5 Essential Training. Berlin said the ability to access the training videos any time and any place he has high-speed Internet access is a real plus, noting that he has fit the above training in at work, at home, during evenings and even on the weekends. "I also like that it's self-paced, and it's very easy to go back and review and to select specific topics to study."

Kathleen Hobin, a programmer/analyst at IDG Technical Services Group in Framingham, has used the lynda.com library to bolster her skills in XML, Javascript and CSS Website design. "I liked the training videos because they provided instruction in the basic concepts and walked you through building a project," she said. "Also, I could stop the video to try out the exercises on my own. I learn best by doing, so this works really well for me."

Employees will be assigned a license that gives them unlimited access to the library for a two-week period. To learn more and view some sample movies, visit lynda.com. To request a license, contact Erin Brennan at erin_brennan@idg.com.

lynda.com founder Lynda Weinman has deep roots in industry

Lynda Weinman, founder of lynda.com, is a Web graphics and design veteran. In 1995, she wrote the first industry book on Web design, "Designing Web Graphics." She is a prominent educator and the author of dozens of best-selling books. Weinman was a faculty member at Art Center College of Design in Pasadena, Calif., in 1989 and has worked as an animator and motion graphics director in the film special effects industry. Weinman has worked as a consultant for Adobe, Macromedia, and Microsoft and has conducted workshops at Disney, Microsoft, Adobe and Macromedia. She has been a keynote speaker, moderator and lecturer at numerous design, animation, Web design and computer-graphics conferences. She co-founded the Flashforward Conference and Film Festival, the largest Adobe Flash conference in the world, in 2000.

To hear an interview with Weinman, conducted by Shawn King of Your Mac Life at Macworld Expo earlier this year, visit http://www.ymlmedia.com/events/MWSF07/MWSF07Lynda/MWSF07Lynda.html.

Online training offers employees flexibility and more

The lynda.com video-based training library offers employees a number of benefits over traditional classroom-based training.

- **Timeliness**. Instead of waiting for an in-person class to be offered, employees can access training whenever they need it.
- **Anywhere, anytime availability**. Employees can take the training sitting at their desks in the office, at home, in a remote office, first thing in the morning, on the weekend — virtually whenever and wherever they have the time and high-speed Internet access.
- **Self-paced**. Employees can learn new skills at their own pace, slow down, skip over or repeat any modules as needed.
- **Both PC- and Mac**-based.
- **Price**. Access to lynda.com is free to most IDG business units through their participation in IDG Training and Development.
- **Reassignable licenses**. Each license allows an employee access to the library for two weeks. Following that time, the license can be reassigned to another employee.

IW Virtualization Forum

continued from page 1

emerging trends including Green IT practices and Lessons from Big Iron: The Power of RISC Unix Virtualization," noted IW Vice President of Events **Jill Martay**. "We also added a new case studies track to this year's program, featuring presentations from Fortune 500 IT executives who shared their experiences with server, storage, file, desktop and application virtualization, followed by moderated Q&A sessions with presenters and the audience."

To increase pre-event audience engagement, InfoWorld promoted a new feature online called "State Your Case" in which delegates could submit specific challenges, issues, roadblocks, etc. before the event, many of which were then used for on-site session material during the conference.

Sponsors for last month's forum included VMWare, 3Leaf Systems, Platespin, DataSynapse, eGenera, Novell, Microsoft, Sentillion, Red Hat, Neoware and Symantec. Sponsors and operations were managed by Event Director **Amy Dion**, with additional support from **Teri Marsh**, who served as sponsor concierge during the event. "Since InfoWorld's sponsorship packages include multiple media components, such as custom advertorial and podcast series, it was essential for the event team to be very hands on with the sponsors to insure they received the full suite of entitlements. Amy hosted weekly calls with all sponsors to keep their integrated marketing programs on track and satisfaction level high," Martay said.

Event Marketing Specialist **Ahmad White** created a VIP Gold Program to identify and reward the highest level of attendees at the event. During the audience development outreach period, White selected the top-tier participants from the InfoWorld database and invited them to attend the program with added benefits such as a special on-site meeting room, pre-loaded presentations on a USB drive at check-in, reserved seating and special giveaways.

At the forum, several networking functions were held in the kiosk gallery to allow attendees to engage with speakers, leading vendors and their peers.

This year's audience represented a much higher mean IT budget than past events, jumping from $34 million to $52 million year over year, Martay said. "This technology initiative appears to be commanding a much higher investment and we're attracting attendees with higher budget responsibilities," she said.

The next Virtualization Forum will take place Feb. 4, 2008, in San Francisco. Questions may be directed to Jill Martay at jill_martay@infoworld.com.

noteworthy people

Promotions

Lee

IDG Communications VP, Program Development, **Charles Lee** has been promoted to VP, Business Development. "Unless you have spent the past 12 months on a different planet, you will be fully aware of the contribution Charles Lee has made since his arrival at IDG Communications," said **Matt Yorke**, senior VP, Sales and Marketing. "At IDGC we have booked some $14M in program revenues in FY07 ($2M more than FY06, which was a record year!). The management of the project management and program development teams have made that possible, and there is not one business unit within the IDG family that has not received some of the Lee magic this year." *charles_lee@idg.com*

IDG Corporate Human Resources Training and Development Coordinator **Erin Brennan** is now senior training and development coordinator. "She is a superstar at her job," said **Laurie Butson**, IDG Training and Development manager. "Erin has been with IDG T&D for just over a year. In that time she has truly excelled in all aspects of her role. Erin has taken on increasing amounts of responsibility with each training calendar we've offered since she's been here. She now handles all vendor communication, coordination, enrollment, marketing and class logistics independently. This past spring she adeptly orchestrated the entire Employee Opinion Survey process. Erin was the sole project lead and handled all aspects of the process superbly. I am thoroughly impressed with how quickly she got up to speed on the different IDG business units, products, and larger IDG direction. The amount she learned in a year and how she is able to draw upon in conversations and planning is impressive!" *erin_brennan@idg.com*

Lynch

CXO Media Associate Staff Writer **Chris Lynch** has been promoted to staff writer. "Chris started with the company two years ago as an intern and has continued to prove himself and impress his colleagues ever since," said **Abbie Lundberg**, CIO editor-in-chief. "As associate staff writer, he has immersed himself in the world of IT. He really gets what's important to our readers, and he's been producing great stories both in print and online, including our biggest traffic-driver by an in-house writer yet, last month's 500,000-plus page-view 'Seven Wonders of the IT World.'" *clynch@cxo.com*

Kristin Burnham, CXO Media editorial assistant, has been promoted to associate copy editor. "Kristin joined CXO as an editorial assistant this year, doing fact checking and a million other things," said CIO Editor-in-chief Abbie Lundberg. "Her willing attitude and eagerness to learn put her in good stead when the opportunity to start copy editing came along. Kristin is smart and talented, and we're very lucky to have her here at CXO." *kburnham@cxo.com*

New employees

D'Auria

Editorial Assistant **Jarina D'Auria** comes to CXO Media after a year's internship with Boston Magazine's fashion and style section while getting a B.S. in journalism at Boston University, which she earned in three years. Away from the office she enjoys reading, swimming, cooking "and generally staying busy." *jdauria@cxo.com*

PETER SHORT

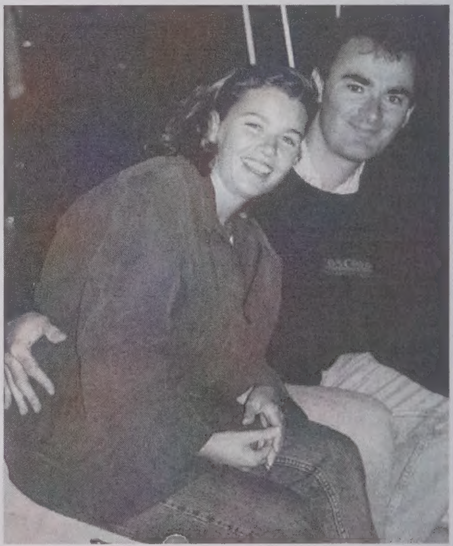
Hopkins

Suzanne Hopkins is IDC Framingham's new inquiry analyst, Content Approvals. A recent college graduate, she holds a B.A. in psychology with a minor in economics from the College of the Holy Cross in Worcester, Mass. *shopkins@idc.com*

All business units are invited to submit information for the Noteworthy section to world_update@idg.com.

In memoriam

Lorraine Cosgrove Ware, research director at CXO Media, lost a long and courageous battle with inflammatory breast cancer on Sept. 25. A 13-year veteran of several IDG business units, Lorraine was married to **Andrew Ware**, a consulting director at IDC.


Lorraine Cosgrove Ware** and her husband **Andy Ware

"Lorraine brought so much to CXO, both professionally and personally," noted CIO Editor-in-chief Abbie Lundberg. "She put us on the map for editorial research, and her analysis and presentation were top-notch. No job was too big or too small for Lorraine, and she approached everything she did with a sense of enthusiasm that was contagious. She inspired many people with her positive attitude during her illness. She had a wonderful sense of humor and a lot of class. We will miss her greatly."

Lorraine joined IDC in 1994, where she met her future husband whom she married in 1999, transferring to Computerworld that same year. In 2000, she joined CXO Media. She earned an M.B.A. from Bentley College. In her leisure time, she enjoyed a myriad of activities including golf, tennis, skiing and sailing and was active in the U.S. Power Squadron, a non-profit educational organization dedicated to making boating safer.

CXO Media colleagues have been encouraged to honor Lorraine's "kind spirit and adventurous yet gentle nature," by performing small acts of random kindness in her memory over the next few weeks.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

21
Cheryl Podda *IDG Australia*

20
Rune Antonsen *IDG Norway*

19
Frank Gens *IDC*

18
Marco Tennyson *Nuov@Periodici Italia*
Javier Rodriguez *IDG Spain*

15
Ulrike Diehlmann *PC World*
Martin Kybal *IDG Czech*
Vera Batorova *IDG Czech*
Ahlert Hysing *IDG Norway*

14
Gunnar Astrup *IDG Norway*

12
Beth Kamoroff *PC World*

11
Jitka Vyhlidkova *IDG Czech*
Raymond Boggs *IDC*

10
Petr Mandik *IDG Czech*
Morten Solli *IDG Norway*
Maritha Norlin *IDG Sweden*
Ryuta Nasukawa *IDG Japan*
Esther Ng *IDC Hong Kong*

9
Christer Aasen *IDG Norway*
Arantxa Herranz *IDG Spain*
Kevin Dunne *IDC*

8
Alicia Langer *PC World*
Melissa Perenson *PC World*
Sabrina Teteau *IDC France*
Nancy Wyatt *IDC*
Tracy Floyd *IDC*
Rebecca Williams *IDC Latin America*

7
Andrzej Gontarz *IDG Poland*
Esther Macias *IDG Spain*
Mikael Lindkvist *IDG Sweden*
Alexandra Heymowska *IDG Sweden*

6
Morten Kristiansen *IDG Norway*
Barbara Fassiadou *IDG Germany*
Mónika Babinecz *IDG Hungary*
Andrea Bohn *IDG Hungary*

5
Libor Vacata *IDG Czech*
Eric Haruki *IDC*

4
Spenser Hall *IDG Entertainment*
Pavel Louda *IDG Czech*
Hans Perry Farvik *IDG Norway*
Akihiko Otsuka *IDG Japan*
Ernest Lefebvre *IDC*
Federico Amprimo *IDC Peru*

3
Sidney Shuman *IDG Entertainment*
Kathryn Washburn Main *IDG Entertainment*
Jill Martay *InfoWorld*
Robert Schultz *Mac Publishing*
Lukas Erben *IDG Czech*
Gayle Stokes *IDC Canada*
Judit Kovács *IDG Hungary*
Gábor Arokszállási *IDG Hungary*
Jens Møller Nielsen *IDG Denmark*
Kristen McGillivray *IDC*
Robert Parker *IDC*
Márcia Regis *IDC Brazil*

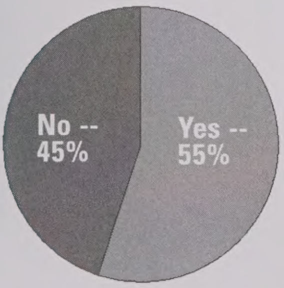
2
Mary Atchison *IDG Entertainment*
David Goldberg *IDG Entertainment*
Curtis Franklin *InfoWorld*
Virginia Hines *InfoWorld*
Kevin Tse *IDG Australia*
László Bata *IDG Hungary*
Neil Michael *IDG Global Solutions EMEA*
Dariusz Mlotkowski *IDG Poland*
Anne Rechain *IDG Spain*
Audrey Greenwood *IDC U.K.*
Nick Sundby *IDC U.K.*
Alys Woodward *IDC U.K.*
Patrick Bihammar *IDC Australia*
Holly Fung *IDC Hong Kong*
Patrick Chan *IDC Singapore*
Sharon Hsueh *IDC Taiwan*
Eric Newmark *IDC*

1
Sean Bledsoe *IDG Entertainment*
Christopher Manners *PC World*
Chris Jager *IDG Australia*
Orsolya Kovács *IDG Hungary*
Wiltrud Eickhoff *IDG Germany*
Monika Ludwis *IDG Poland*
Robert Scislowski *IDG Poland*
Leonel Santos *IDG Brazil*
Sonia Aversa *IDG Brazil*
Sherrie Brogan *IDG*
Carolyn Chen *IDC China*
Sudheer Gundanna *IDC India*
Sangeeta Sudhindra *IDC India*
Alicia Dowdell *IDC*
Ebenezer Obeng-Nyarkoh *IDC*
Jake Wang *IDC*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Question of the Week for Oct. 1

Have you ever had problems typing due to carpal tunnel syndrome?



Log on to http://www.idgcentral.com to vote on this week's question: **What do you think of the practice of attendees working on laptops during conference presentations?**

IDG Golf League celebrates a decade on the links with year-end tourney

*(Front, l-r): **Mike Barbato** (CW), **Ken Fuller** (IDG), Terese Riordan, Nick Humphrey. (Back, l-r): **John Kelley** (CXO Media), **Wayne Humphrey** (IDG), **Todd Hall** (IDG), Ron Ingleby, Todd Genovese, Tom Rohnstock, George Pescaro and Bill Hall.*

The IDG Golf League held its tenth annual year-end tournament at the Millwood Golf Course in Framingham, Mass. The 2007 league champions were the team of **Ken Fuller** (IDG Credit) and **Mike Barbato** (CW Facilities). The 2007 gold putter award for most improved player went to **Wayne Humphrey** (IDG Accounting). The Tom Wooldridge Award for exceptional service to the league, named in honor of the late husband of CXO Media Office Services Coordinator **Mary Wooldridge**, went to George Pescaro, Nick Humphrey and Terese Riordan.

celebrating 10!

Name
Henry Morris

Home
Newton, Mass.

Joined IDC
April 1995 as Research Manager, Vertical Applications.

Career path
Research Director, Data Warehousing Software; VP, Applications and Information Access Software Group; VP/GM, Integration, Development, and Application Strategies; Senior VP, Worldwide Software and Services Research.

Current title
As Senior VP, Worldwide Software and Services Research I manage a team of analysts based in Framingham, Mass., Toronto, and San Mateo, Calif., and am responsible for the worldwide software and services business, including reaching out to regional teams to enable collaboration and coordination.

Most challenging part of your job
Keeping multiple balls in the air at the same time.

Best part of your job
Forming and leading a team of talented analysts. It's especially satisfying to mentor and coach younger analysts and see their progress and contributions.

Latest accomplishment
Became a grandfather for the first time, six months ago to Jared Maxwell Morris.

Career highlight
Peacock Award for defining the application ecosystem; coining the term "analytic application" and building up a practice around companies that embraced this concept and created products that made real the vision I first wrote about in 1997.

I joined IDG because
I am fascinated by developments in software and liked the way IDC combined the business and technology dimensions. I was a user of IDC research at Digital Equipment Corp. and especially admired the comprehensive reports on object technology that were written by **Steve McClure** and **Josh Duhl**.

What's kept you at IDG for 10 years?
I love interacting and working with very bright and enthusiastic colleagues and clients worldwide.

Interests outside the office
Outdoor bicycling (when it's warm) and spinning exercise classes (year-round); playing keyboards for Shir Madness klezmer band; visiting with family.

*IDC's **Henry Morris** (l) was the guest of IDG Chairman **Pat McGovern** at a dinner at Boston's Four Seasons Hotel honoring his 10 years of service to the company.*

Favorite non-IDG Web site
www.shirmadness.org

Family
My wife Madelyn is a lawyer with the Massachusetts Department of Environmental Protection. We have two grown children, Martin and Adam.

Of what accomplishment at work are you most proud?
Building up a practice (on analytics) and maintaining relationships with many clients who embraced my ideas on analytic applications and through their efforts made the market real.

As a child, what did you want to be when you grew up?
A nuclear physicist.

First job after college?
Assistant Professor of Philosophy and Religion at Colgate University.

Favorite music
Blues, klezmer (sometimes called "Jewish ragtime").

Manager's profile
"Henry is a great IDC leader. He strikes a unique balance as an IDC researcher and executive. He is not only well-versed on all aspects of his business, but he also maintains a reputation as one of the leading authorities on the software market worldwide. Henry has been a great mentor to many up-and-coming IDC analysts. He always takes the time to walk them through the intricacies of a market, while providing the context for how one segment relates to the whole. We are very lucky to have individuals like Henry here at IDC!"

— Crawford Del Prete, SVP Communications, Hardware, Services and Software Research

and finally.

Send in your comments and story ideas!

The editors of IDG World Update are always looking for employee contributions and suggestions. What's new at your business unit that you'd like to share with the rest of IDG? What has your group done well that colleagues may be able to replicate locally? What kinds of stories and features do you want to see more — or less — of in the issue ? Write to world_update@idg.com.

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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IDG Spain's Paco Zabala retires *page 8*

Manuel Pastor takes over as country manager at IDG Spain

Manuel Pastor

With the beginning of the new fiscal year, a new country manager has taken the reins at IDG Spain for the first time in 22 years. **Manuel Pastor**, most recently manager of the business unit's online activities, has succeeded **Francisco "Paco" Zabala**, who retired earlier this month (see page 8).

Pastor jointed Computerworld Spain in 1996 and was promoted to content manager of IDG.es in 1999. He became manager of the online group in 2001.

"Manuel's business abilities have been obvious

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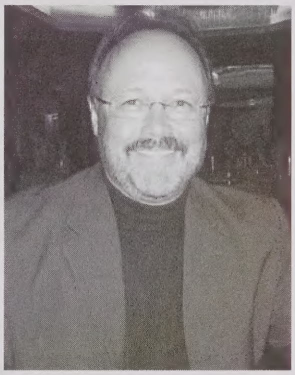
John Gallant named CEO, publisher of Network World

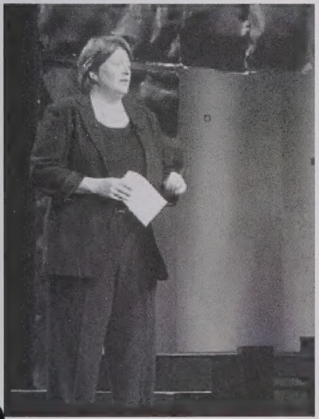

John Gallant

John Gallant, formerly president, editorial director, and general manager, online, has been named CEO and publisher of Network World, Inc., succeeding **Evilee Ebb**, who leaves IDG after a 19-year career at the company.

Gallant helped launch Network World in 1986 and served as its first managing editor. He has been responsible for editorial for both print and online as well as business development for the company's network of web sites including networkworld.com, linuxworld.com and javaworld.com. Gallant has also overseen the growth of the company's events business including

continued on page 2

Small business finds a stage at DEMOfall


DEMO Executive Producer Chris Shipley sorted through product proposals from well over 300 vendors before choosing the 69 that were asked to demonstrate their products.

At last month's DEMO, the twice-yearly conference where new technology products and services are shown publicly for the first time, there was a marked focus on small businesses and entrepreneurs.

"DEMO has always been about reflecting the activity in the marketplace," said **Neal Silverman**, executive VP of Network World Events and Executive Forums, which produces the DEMO conferences. "If there is a strong trend toward investment and innovation in small-business software, then DEMO will have a strong small-business software showing." In a nod to the power of small and medium-size businesses in the tech industry, of the 69 new products launched at DEMOfall 07, 13 products were dedicated to small businesses.

The DEMO pavilion was abuzz with activity.

"This year, we can see clearly that the rapid distribution of computing power, content and creation has set off a sea change, not just in computing power but also in social influence," said DEMO Executive Producer Chris Shipley. "This influence is evident in every aspect of the DEMOfall program, from the infrastructure and enabling technologies that power this change to the new applications that empower businesses and individuals."

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PC World Latin America Awards attract region's top executives

Proving once again that the PC World Latin America Awards attracts the top echelon within the IT marketing community in Latin America, the ninth annual gala drew a sellout crowd on Oct. 4 in Miami.

Trino Ramos *presents the Digital World Award to Marcelo Kim, marketing manager for Infomedia and Telecommunications Samsung Electronics Latin America.*

The 170 attendees included presidents, VPs and other high-level executives from major companies and agencies doing business in Latin America. IDG-affiliated attendees at the event included representatives from Argentina, Educador, Mexico, and Peru.

The awards event was produced by the Hispanic American Publishing Group (HAPG), a newly formed licensee under the direction of **Trino Ramos** that had previously produced local PCWLA editions and a core content section as an IDG subsidiary. This year's awards event attained the most sponsors in its nine-year history, with Samsung and Research in Motion-Blackberry as platinum sponsors; Sharp, Lexmark, Kodak, McAfee and Panasonic as gold sponsors, as well as an audio visual sponsorship sold exclusively to Sony Broadcast & Professional Latin America.

The PCWLA awards ceremony is the culmination of an elaborate regional awards process that begins in May. IT companies nominate their products and services — this year in 25 categories— and 18 judges from all PCWorld Latin America editorial teams selected the winners that were honored during the event. One hundred and one products were nominated from 35 IT companies, and 93 finalists competed for the awards.

Winners use the awards logo in their advertisements and on products and displays. PC World Latin American editors publish the winners list inside the November issue, which becomes a defacto product guide for the year to inform readers about the best products and services available in the region.

A total of 40 awards were presented. In addition to the top winners from the 25 award categories this year, HAPG also announced three other annual awards: the Digital World Award bestowed to Samsung Latin America for three consecutive years in a row; a Product of the Year Award to the BlackBerry Pearl; as well as Rising Star Awards given for up-and-coming contenders that were a few points shy from winning the top prize.

Write to trino_ramos@idglat.com.

Gallant

continued from page 1

the DEMO conference and The Security Standard.

"John combines the extensive successful editorial and business experience necessary to lead Network World," said **Bob Carrigan**, CEO of IDG Communications, in announcing the promotion.

"It is an honor to become CEO at a company where I began two decades ago," Gallant said. "I look forward to working with the team at Network World to continue to grow our online, events and print publishing businesses while maintaining our position as the largest and most comprehensive resource for network computing and open source professionals."

Gallant joined IDG in 1983 as a staff writer for Computerworld. He continues to serve as the co-executive producer, with CSO Publisher **Bob Bragdon**, of the Security Standard Conference, and is the co-chairman of the Boston College Technology Council.

Write to jgallant@nww.com.

Pastor

continued from page 1

since the moment I chose him to be the person in charge of our online department, which is a key element of the future growth of IDG Spain," Zabala said. "Online income for FY07 was 64% more than last year. In spite of his young age — 32 — Manuel is a person of great maturity, and I think he'll be able to achieve important successes for IDG Spain in his new position."

"Our main goal for FY08 will be to manage print for profitability," Pastor said. "On the online side, we will be working to increase the number of visitors to our sites and build stronger databases. We will also produce more events in 2008."

Based in Madrid, IDG Spain has 70 employees and produces Computerworld, Comunicaciones World, Dealer World, Macworld, PC World and the online-only properties CIO, PC World Digital, iWorld and Gameprotv.com.

Write to mpastor@idg.es.

the interview

one on one

Charles Lee
The VP/Business Development for IDG Corporate Sales is this week's columnist. Reach him at charles_lee@idg.com.

IDG Corporate Sales at-a-glance

Locations Boston (Framingham) and San Francisco

Number of employees 11

Most recent accomplishment HP's BT campaign, a $4 million win

Total value of programs sold in FY07 Approximately $14 million

FY07 revenue generated Approximately $63 million

Q What is the mission of IDG Corporate Sales, and how do you differ from the sales teams at the individual business units?

A Our mission is to add value to both our clients and IDG via the delivery of insightful and innovative advertising programs and the expert execution of those programs. We manage the accounts and all contract negotiations. We also make a point to focus on strategic product development across IDG.

Corporate Sales focuses on tier 1 accounts including HP, Intel, IBM, Microsoft and Dell and some of our tier 2 accounts, which are categorized based on clearly defined pan-IDG program opportunities, include Unisys, Toshiba, BEA, AT&T, AMD and RedHat. If, however, a client such as HP just wants to run an ad in CIO, we do not get involved. Typically we work across pan-IDG opportunities or multibrand opportunities. This may include online RFPs across the network, for example, but much day-to-day selling and activity goes on without our involvement. Our role is to set a good environment for the business unit reps to sell into.

For programs that scale internationally, we work closely with IDG Global Solutions U.S. and IDG Global Solutions U.K.

Q Please briefly describe your role.

A I run what we refer to as the pre- and post-sales team within Corporate Sales. This includes everything from market intelligence to program development to program execution and management.

Q Can you explain a typical scenario in which your group orchestrates an integrated program that involves other IDG business units?

A We have an established process for either responding to or proactively pursuing program opportunities. Our corporate account directors, **Melinda Reilly** and **Kate Zinn**, or the business unit representatives, vet and qualify opportunities, get either [Director of Program Development] **Jeremy Rueb** or myself involved, and we mobilize the appropriate business unit teams together to establish concepts, ideas and requirements for pulling together a proposal. Our Market Intelligence Director **Bridget Camaratta** helps us with validating, supporting and enhancing our programs with market data and analysis. We always try to float our idea to the client/agency to validate that we're on the right track, and then we go into development of a formal proposal and presentation. Jeremy and I will co-present our program and work on several rounds of modifications. Once the program is ready to go to contract, our program managers, **Mo Barrett** and **Carol Venezia**, draft a program contract, coordinate with the business unit representative who may be producing elements of a program, build schedules and then manage all client engagements pertaining to execution. They act as a single point-of-contact for the client and our business units. Our coordinators, **Cheryl Giangregorio** and **Eliza Chue**, manage internal booking, insertion orders and accounting communications and processes with the business units and our business managers.

Q What are some recent successful programs?

A Oracle's Virtual Academy of Technology, HP Change Artists, Unisys Thought-Leadership, Toshiba Easy Guard Validation Testing, Arsenal Digital Lead Generation and AT&T Mobile programs, to name a handful. Also, our best work is to come with highly innovative programs in the ramp-up stages for Oracle DB 3-Point Validation Testing, Oracle SOA/BPM Interactive Roadmap and IBM Intelligent Executive Guides and Dell Podcast programs.

Q Can you describe the details of one of those successful programs?

A The one developed for Oracle focused on SMB (small and medium-size businesses) with an emphasis on user engagement tracking and metrics. IDG developed an online curriculum based on a two-semester "diploma" program that required users to earn "credits" through download and engagement with a variety of offers created by IDG business units (CIO, Computerworld and Network World) including tutorials, boardroom videos, white papers, case studies and IDC work books. The Virtual Academy program was hosted through a series of embedded sites on our enterprise domains and was customized by each IDG site to ensure audience relevance. [Computerworld VP/Custom Content Strategies] **Bill Laberis** was the program's dean and orchestrated the development of the program's content assets and the site on behalf of all our business units. IDG relied on its online production group to help implement, manage and streamline reporting data for the Virtual Academy's embedded sites including the development of a centralized and customized database and reporting interface to deal with cross-site reporting and engagement metrics. Each business unit, including IDG Connect, contributed to the generation of the program's leads. IDC supplied high-premium assets that were used to incent users/students to complete each course. This program re-

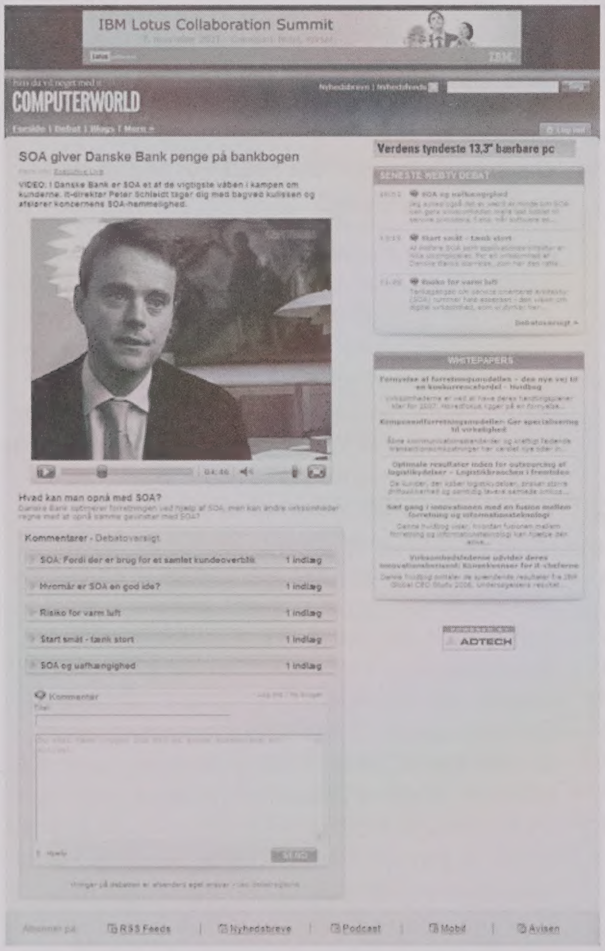
continued on page 6

Webcast series, e-newsletters add to Danish portfolio

Computerworld Denmark's new products target executive-level audience

Computerworld Denmark has launched several new online products: a series of webcast interviews Danish CIOs and two e-newsletters.

The Executive Live webacast series launched in August with IBM as the sponsor for the first six monthly segments. Each 10-minute interview, conducted by Business Reporter **Kim Stensdal**, airs on demand and features a CIO from a well-known Danish company talking about his or her strategic challenges. Packaged with it is a blog in which experts comment on the interview, and readers are invited to join the discussion (see an example at http://www.computerworld.dk/executivelive. The experts on the blog include CW Business Editor **Jan Horsager** and four non-IDG participants representing CIOs, IT companies and market research and analysis companies.



SOA giver Danske Bank penge på bankbogen

VIDEO: I Danske Bank er SOA et af de vigtigste våben i kampen om kunderne. It-direktør Peter Schleidt tager dig med bagved kulissen og afslører koncernens SOA-hemmelighed.

Hvad kan man opnå med SOA?

Kommentarer - Debatoversigt

SOA: Fordi der er brug for et samlet kundeoverblik 1 indlæg
Hvornår er SOA en god ide? 1 indlæg
Risiko for varm luft 1 indlæg
Start småt - tænk stort 1 indlæg
SOA og uafhængighed 1 indlæg

The Executive Live webcast series launched in August with IBM as the sponsor for the first six monthly segments. A comment area (botton left) invites listeners to join in the discussion with bloggers who comment on the webcast.

"With this we're combining video, blogs and debates into a new editorial product for those who are interested in good IT management by providing insight and a learning framework in which users can explore issues and challenges," said CW Denmark Editor-in-chief **Mikael Lindholm**.

The Executive Live package also includes white papers from IBM and other videos related to the featured topic.

Similar to what IDG Denmark has experienced with online traffic in general, Executive Live's video programming draws less traffic than audio, which draws less traffic than text. However, Lindholm is willing to wait for those numbers to grow, noting it's important to provide information via a variety of media. "The complexity of the media channel influences the audience numbers," he said. "We're still waiting for more adopters of full-blown broadband."

Back in April, when CW Denmark decided to close the print version of CIO due to declining advertising, it launched the weekly Computerworld Executive e-newsletter. **Anders Rostgaard** edits the management-focused newsletter, which includes content from CW Denmark as well as from outside sources. The concept took off, growing 20% per week for the first few months, subscribers now total about 2,000. Lindholm said the concept has been an effective way to communicate with IT decision makers interested in management by highlighting relevant blogs, polls, events and debates that can be found on the CW Denmark site. "The links help strengthen the sense of community for this group, and we're considering ways to leverage that," Lindholm said.

CW Denmark now also includes a four-page executive section in the print CW Denmark that captures the ads previously in CIO Denmark magazine. (Over the past year, IDG Denmark has focused Computerworld more toward decision makers, and advertisers have responded positively to the change.)

On Sept. 26, CW Denmark launched another segmented newsletter, Computerworld Technology, aimed at IT experts rather than leaders and edited by **Dan Mygind**. The team expected about 1,000 subscribers in the first 30 days, but in the soft launch period a few days before, some 1,400 people signed up. The new newsletter is only promoted through online ads, though CW Executive was heavily promoted in the last print issue of CIO Denmark, as well.

Each of the e-newsletters typically includes three different full color ads. For a sample newsletter, see this article on IDG Central.

Write to Mikael Lindholm at mrl@cw.dk. WU

World Update editors seek news, ideas, comments

Employees from business units worldwide are encouraged to contribute story ideas for IDG World Update as well as suggestions for content and features on IDG Central, including ideas for the Question of the Week. Tell us what you think about these internal communication resources and help improve their usefulness. Write to world_update@idg.com.

IDG

Current Jobs, Week of October 15, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computer World						
	Events	Business Development Specialist	Framingham	M.Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Marketing Specialist	Framingham	M.Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Editorial	Sr. Editor, IT Channels	Framingham	M.Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Editorial	Features/Reviews Editor	Framingham	M.Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Custum Publishing	Senior Editor	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Edit	Assistant Managing Editor	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	Online	Lead Web Designer	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Online	Online Editor	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	Online	Rich Media Producer	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Sales	Sales Development Manager	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Sales	Relationship Manager	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
Financial Insights						
	Research	Associate Research Analyst, Financial Insights	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
Global Retail Insights						
	Research	Research Director, Merchandising and Demand Chain - Global Insights	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Retail Store, Channel and Consumer Strategies	Framingham MA, Irvine CA	Susan Brown	sbrown@idc.com	508-935-4100
Health Industry Insights						
	Research	Research Director, Healthcare Provider	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
IDC						
	Consulting	Consulting Director, Financial Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Director, Telecom	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	CS	Customer Service Representative	Toronto, Canada	Susan Brown	sbrown@idc.com	508-935-4099
	HR	HR and Education Coordinator	Framingham MA	Debbie Bernardi	dbernardi@idc.com	508-935-4361
	Intern	Services Research Intern	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Marketing	Marketing Manager, New Business Initiatives	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Product Manager	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Marketing	Product Marketing Specialist	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Director, Market Intelligence Advisory Service	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Director, Sales Enablement Services	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Program Manager, PC Tracker	San Mateo, CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, WW Tracker Program	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Pricing Evaluation Service	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Application Development Software	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Business Voice Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Global BPO Services: Market Opportunities by Key Business Processes	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Storage	Toronto, Canada	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Custom Solutions Sales Manager, Industry Majors West Coast	San Mateo, CA	Annmarie Allen	aallen@idc.com	508-935-4137
IDG Corporate Services Group						
	IS	Jr. Technology Analyst	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
	IS	Systems Administrator	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Global Solutions						
	Bus Dev	Director, Business Development	Framingham MA or San Francisc	Sara Scogland	sara_scogland_idg.com	508-935-4161
IDG Entertainment						
	Sales	Sales Manager	San Francisco CA	http://careers.idg.com		
IDG List Services						
	Sales	Manager, Brokerage Services	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
IDG News Service						
	Edit	Copy Editor	Boston MA	Nancy Weil	nancy_weil@idg.com	617-423-9030
	Edit	Europe Correspondent	Europe	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
Industry Insights						
	Sales	Sr. Account Executive	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-4336
	Sales	Sr. Account Executive	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-4336
Infoworld						
	Sales	National Online Sales Leader	San Francisco	J. Lynch	julie_lynch@computerworld.com	508-820-8162
Macworld						
	Edit	Associate Editor	San Francisco CA	http://careers.idg.com		
Manufacturing Insights						
	Research	Research Manager, Manufacturing Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sales Rep	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
Network World						
	Edit	Editor in Chief, Demo.com	San Francisco CA	Eric Cormier	careers@nww.com	508-490-6454
	Sales	Account Manager, Demo.com	New York NY, San Francisco CA,	Eric Cormier	careers@nww.com	508-490-6454
PC World						
	Admin	Executive Assistant	San Francisco CA	http://careers.idg.com		
	Edit	Associate Editor	San Francisco CA	http://careers.idg.com		
	Edit	Senior Editor	San Francisco CA	http://careers.idg.com		
WEC						
	Mktg	Marketing Specialist	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

Redesigned PC-Welt capitalizes on strengths of print

Publication looks to explain technology, uses more infographics, boxes, sidebars

Looking to better serve the wide-ranging needs of its readers in an online age, PC-Welt staff this month unveiled a redesigned and refocused publication.

Editor-in-chief **Andreas Perband** said the PC-Welt staff wanted to make the Munich-based monthly, already one of the top sellers in the German market, stand out more from its competitors and link it more closely with its Web site (http://www.pc-welt.de), which was itself redesigned in June. "We have sharpened the editorial profile of the magazine so that knowledge communication and processing, both in print and online, is now more clearly at the center of our work. Users are more dependent than ever on quality editorial content, regardless of the media channel used."

For example, Perband said that before the relaunch, if PC-Welt published an article about Firefox plug-ins, the article would have just mentioned that the plug-ins were available. "Now, we also tell the readers how an add-on for Firefox works and what its implications are for, say, security. We now tell our readers much, much more about how things work."

He added that there is "no question" that print has come under pressure from the rapid developments in the Internet and the accompanying changes in users' "media behavior." "But despite that, we firmly believe that an established print publication like PC-Welt still has the potential to keep the brand omnipresent, both with readers and advertising customers. But in order to do that, print must look to its strengths as distinct from the Internet and fulfill a clearly defined information function."

*There is "no question" that print has come under pressure from the rapid developments in the Internet, says PC-Welt Editor-in-chief **Andreas Perband.***

The biggest changes have been to the magazine's layout and how information is communicated. "We have moved the whole issue of 'knowledge' into the foreground," Perband said. "For the first time, we have pure knowledge articles in the magazine, identified by a two-column layout, that explain a certain product category or technology in detail," he said.

The magazine also contains more in-depth analyses and emphasizes subjects in their overall contexts. There are more infographics, explanatory boxes and sidebars, and many articles and their accompanying graphics have their own color scheme. ("A story about hacking would have a black theme," Perband said, "to express that it is 'dangerous.'")

DVD CD
Die Software-Hits des Jahres
PC WELT
Aus für XP!
Rettung auf DVD: So läuft XP noch 7 Jahre!
Die ORIGINAL Microsoft-Tuning-Tools
So sicher ist Ihr Rechner!
Rettungs-XP für USB-Stick
Nie mehr Update-Nerv!
Verrückte XP-Tricks, Geniale Effekte!
Die 100 besten Romane
DSL: Neue Technik, neue Tarif-Fallen

The newly redesigned print publication follows a redesign of the pc-welt.de site and capitalizes on the strengths of the print medium.

News items are no longer included with discrete technology sections but instead are collected with short interviews under a separate current affairs heading. "It is a roundup of top news from the previous month," Perband said, "with deep linkage to online where readers can get more material or connect with other users who are interested in similar topics."

In tandem with the print publication, the PC-Welt Web site provides breaking and relevant news, product information and tests, price comparisons, exclusive software downloads, electronic white papers, podcasts and Web TV clips — most of which are produced in-house, but others come from the IDG News Service — of new product reviews, software and hardware tips and tricks and interviews from trade shows such as CeBIT.

Many of these online features can be downloaded to cell phones and PDAs. "The most advanced use of media is essential if you want technically minded target groups to take you seriously as a knowledge provider," said **Canio Martino**, PC-Welt publisher.

For more information contact Andreas Perband at aperband@pcwelt.de. WU

PC-Welt offers choice of two cover mount formats each month

Twenty-five years old next year, PC-Welt was launched in 1983 with the tagline "The computer magazine for IBM PCs and compatibles." There are currently three print editions of the monthly: one with no cover-mounted CD or DVD, one with a CD and one with a DVD. The CDs and DVDs provide material related to the issue's contents, such as testing protocols, videos and freeware and shareware. "We also have full versions of software for free on the DVDs for which readers would normally have to pay," said **Andreas Perband**, PC-Welt editor-in-chief. PC-Welt currently sells an average of 404,170 copies a month for 4.99 euros (US$7) for an issue with a DVD.

Get World Update delivered to your e-mail box each Monday morning

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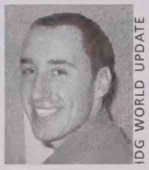
noteworthy people

Promotions


Morey

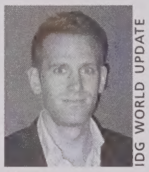
IDG WORLD UPDATE

IDG Global Solutions U.S. (IGS U.S.) International Online Account Manager **Clark Morey** has been promoted to director of international online; he will be responsible for all aspects of interactive sales for IGS in the U.S. "Since Clark joined IGS US in late 2004 he has developed and grown our online business and worked with our countries to provide the products that our U.S. advertisers demand," said **Michael Mullaney**, IGS VP, U.S. and APAC. "As a key member of the IGS US team Clark has a great understanding of our online business and provides tremendous value to IGS and IDG." *clark_morey@idg.com*

New employees

Matthew Oostveen joins IDC Asia/Pacific Australia as research manager, Enterprise Servers and Workstations. He comes from Skill Channel Migration, a migration and labor hire firm for the human-resource scarce Australian marketplace. Before that he was a competitive strategy manager for Microsoft Corp. where he was the lead for all Open Source competitive engagements. He has completed a strategic management program through Macquarie Graduate School of Management in New South Wales and holds a diploma in information technology from Queensland's South Brisbane Technical Institute. *moostveen@idc.com*

Malay Souvanna-Durette joins Computerworld as a business development specialist. She was previously an account manager with Demetrious Air Freight Co. and holds an M.A. in liberal arts and communications from Bentley College in Waltham, Mass. *malay_durette@computerworld.com*


Grau

IDG WORLD UPDATE

IDG Germany welcomes **Dominik Grau** as Web site manager for PC-Welt. He was previously editor-in-chief in the corporate publishing section of the publishing house Hubert Burda Media. Outside the office, he enjoys playing the acoustic guitar, reading, mountain climbing and snowboarding. *dgrau@pcwelt.de*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Introducing the winners of the IDG Calendar Contest and voting contest

The 12 photographs selected for the 2008 IDG Calendar are on display on IDG Central. A record number of IDG employees -- 557 -- participated in the online voting. The winners are: First place, **River Jiang**, IDG China; Second place, **Timur Faroukshin**, IDC Russia; Third place, **Gary Anthes**, Computerworld; **Gary Beach**, CXO Media; **Alison Brooks**, IDC Canada; **Thomas Heim**, IDC; **George Bulat**, IDC Canada; **Keith Bagley**, IDC; **Harald Fragner**, IDG Sweden; **Jonas Triebel**, IDG Business Media GmbH; **Alejandro Medina**, IDC Chile; **Srivatsa Shandilya**, IDG India.

And congratulations to the following employees who each won a $50 American Express gift cheque in a random drawing of all calendar voters: **Karen Lucero**, IDC; **Chris Connor**, IDC; **Akemi Kimura**, IDC Mexico.

One on one

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quired an incredible amount of development, cross-business unit planning and integration and flexibility in optimizing lead generation activities and client management. [IDGC Program Manager] **Mo Barrett** managed this very complex program with the highest level of accolades from the client and its agency.

The program ran Feb. 15-Aug. 15 and delivered 3,775 leads (we had guaranteed 3,200). The client was extremely pleased with the program given its total lead output and the engagement metrics included in our program reporting. The program was extended beyond the initial completion date based on IDG's performance but was not renewed into our RY 2008 due to lack of budgets. However, the program's success, innovative approach to new metric requirements (engagement) and great client and program management services have lead us to two new Oracle program wins for 2008 including an Oracle 11G Database Testing program and an Oracle SOA/BPM Interactive Roadmap program.

Q What's the most challenging part of serving your customers in today's market?

A Limited resources and investment metric accountability (i.e., clients want to see a return on their investment, and developing integrated programs across business units can make it difficult to come up with standard metrics). This is where our value comes into play, as our team is dedicated to not only the development of ideas and programs but to their successful implementation. Also on our side is the power of the IDG brands and our business units' proven ability to perform.

Q Over the next year or so, do you expect changes in the kinds of programs or services clients are requesting?

A Absolutely, we're on the edge of the era of user engagement and metrics. We're one step ahead of it with Market Fusion and programs like IBM's Intelligent Executive Guides focusing on improving the user's engagement experience and our ability to track and monetize it!

Q What are the biggest changes to your job given today's changing advertising market?

A We're a small and extremely focused group of experienced professionals operating in a tightly structured department. Each team player serves a key role in the process of getting closer to our external and internal clients with strategic and innovative programs, products and supporting services. This has required physical, emotional and cultural shifts in how our group has done business in the past. Our main goal is to stay a step ahead of the changing market and to be focused on innovating and proactively and strategically meeting our clients' evolving needs better than our competitors for years to come.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Lloyd Cohen *IDC*

19
Terri Schafer *IDC*
Don Kennedy *IDG Australia*

15
Joe Loiselle *IDC*

13
Freeman Bradley *IDC*
William Manning *IDC*

12
Gerda Tausch *IDG Germany*

11
Yasuhiro Watanabe *IDG Japan*

10
Moriyama Masaaki *IDC Japan*
Andrew Glassock *IDG Australia*

9
[illegible]on Tonner *IDG Entertainment*

7
Amy Norcross *IDC*
Scott Tiazkun *IDC*
Romolo Pusceddu *IDC Benelux*
Jenny Elmqvist *IDG Sweden*
Darren Blatch *IDC U.K.*
Gary Duncan *IDC U.K.*
Mike Hyjek *IDC Canada*

6
Malin Lennen *IDG Sweden*
Kayan Wong *PC World*

5
Mirza Baig *IT World Canada*
Kaila Bongiovanni *InfoWorld*

4
Kelly Krug *IDC*
Melissa Webster *IDC*
Magnus Andersson *IDG Sweden*
Maire Kushner *IDC Canada*

3
Jerome Weltsch *IDC*
Kevin Robock *IDC*
Willie Low *IDC Hong Kong*
Hideki Ito *IDG Japan*
Shavon Burden *PC World*

2
Vitor Fava *IDC Brazil*
Marc Holland *IDC*
Tracy Lv *IDC China*
Karen Zhang *IDC China*
Wendy Wang *IDC China*
Monali Guha *IDC Centre for Consultancy and Research (India)*
Andreaz Engström *IDG Sweden*
Andrew Siozon *IDG Sweden*
Jens Henriksen *IDG Sweden*
Hendrik Weins *IDG Germany*
Ross Catanzariti *IDG Australia*

1
Bradley Deutsch *IDG U.K.*
Michael Simons *Computerworld U.K.*
Mark Donohue *IDC*
Michael Palma *IDC*
Kelley Frink *IDC*
Tony Hendrawan *IDC Indonesia*
Andi Handoko *IDC Indonesia*
Swathi Swaminathan *IDC Singapore*
Eric Kao *IDC Taiwan*
Ramanujam Vedala *IDC Centre for Consultancy and Research (India)*
Cristina Juncadella *IDC U.K.*
Christopher Reed *IDG EMEA*
Railitza Stoeva *InfoWorld*
Brian Chen *Mac Publishing*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

Coming up

SOA Executive Forum
An InfoWorld event
Nov. 7
New York City
http://www.infoworld.com

[illegible]O Executive Seminar on eDiscovery
Nov. 14
New York City
http://www.cio.com

ComNet Vietnam
Nov. 20-21
Hanoi
Vietnam
http://www.idg.com.vn

Saas World 2007
Nov. 28-29
Tokyo Midtown Hall
Minato-ku, Tokyo
http://www.idg.co.jp/english

DEMO

continued from page 1

Shipley sorted through product proposals from well over 300 vendors before choosing the 69 that were asked to demonstrate their products at the three-day event in San Diego. Their selection criteria include the following:

- The product must be making its public debut at DEMO.
- It must make a significant contribution to the state of the art in its target market.
- It should change the dynamics of the marketplace into which it is introduced.
- It is backed by a management team capable of delivering the product to market.

Since DEMO began in 1991 the conference has been the launch pad for Web portals, online auctions and speech-recognition software. Among the products and services shown at previous DEMOs were Sun Microsystems' Java 1.0, the Palm Pilot personal digital assistant, the TiVo digital television recorder and Salesforce.com.

As at past DEMOs, each vendor had only six minutes to present its product and explain its value (no PowerPoint presentations are permitted). Among the products making their debut this year were the following:

- CashView's cash management service brings efficiency, cost savings and security to small business owners that need to view their current cash-flow situation in real time.
- Digital Fountain's content-delivery network service lets branded content owners offer broadcast-like TV experience over public IP networks.
- coComment's service aggregates, filters and organizes comments on content sites, helping site visitors sift through community content to find the most valuable insights and providing rich market research for brands.

On DEMO's closing night Network World CEO & Publisher **John Gallant** moderated a panel discussion of four industry experts called "Imagining the Future: Products We'd Like to See at DEMO 08 and Beyond." The overwhelming requests for the future of tech were that everything work the way it's billed, there is ubiquitous wireless connectivity and cell phone coverage and painless file sharing. "The recommendation was clear: Let's focus on getting the basics right," Gallant said.

For a complete list of firms presenting products at DEMO, videos of their presentations and a list of those chosen by Shipley as DEMOgods for best presentations go to http://www.demo.com. For the first time, DEMO videos on the DEMO site are available for syndication, and any blogger or publication can include DEMO videos in their coverage of the event.

For more details contact Becky Sniffen at becky@mc2pr.net. A more detailed version of this article is on IDG Central.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Edward Kozaryn** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive *IDG World Update* screen sweeps.

Honorable mentions

"Well, that's the most powerful firewall I've ever seen."
Jennifer Finn *CXO Media*

"No, really, that's a feature."
Kevin Ford *IDG Technology Services Group*

"Do you remember last week when you asked, 'Every year PCs get faster and faster, where will it all end?'..."
Mike Malone *IDG*

"This Baywatch screensaver was obviously way too hot for your screen."
Stefan Rörig *IDG Business Media GmbH*

"Time to sell Dell."
Paul McNamara *Network World*

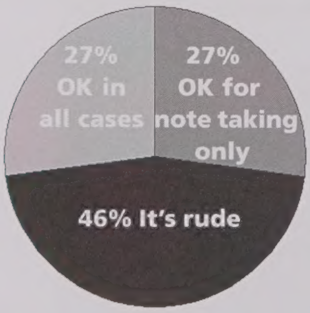
"I think we found our first bug."
Amy Seitz *IDC*

Rich Tennant's original

"Okay, looks like the 'Dissolve' transition in my presentation needs adjusting."

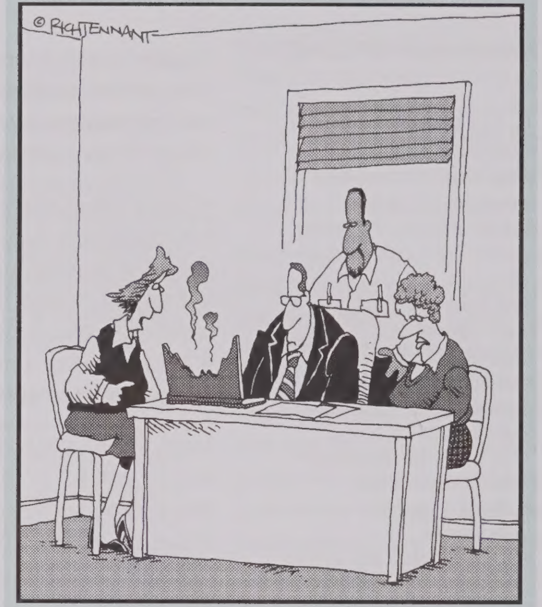
Question of the Week for Oct. 15

What do you think of the practice of conference attendees working on laptops during presentations?



Log on to http://www.idgcentral.com to vote on this week's question: **Do you have a profile on Facebook.com?**

The 5th Wave By Rich Tennant



"Try Ctrl Alt+Delete again."
Edward Kozaryn *IDG Corporate Services*

Paco Zabala bids farewell to IDG

More than 70 friends and colleagues celebrated **Paco Zabala**'s 25 years of service to IDG at a retirement party Oct. 4 at the Intercontinental Hotel in Madrid.

Former IDG Spain Country Manager ***Paco Zabala*** *displays the watch his colleagues presented to him in honor of his retirement.*

"Paco is one of the most creative and talented management executives that I have ever met," said IDG Chairman **Pat McGovern**. "He first joined IDC Spain in 1982 and helped turn it into a profitable enterprise. In 1985 we were lucky to be able to appoint him as country manager of IDG Spain. Since then he has led that company to a leadership position in each of its prime publication areas. Paco also has a remarkably warm and enthusiastic personality, and I will always regard him as a very special friend."

"There is something so positive about working for a company like IDG, which covers the latest trends in such a fast-changing sector like IT," Zabala said. "The market and everything about it evolves so quickly that you can forget about being conservative, because that may cause you a professional death! Working for IDG, especially with so many wonderful people, has been one of the greatest experiences in my life. I want to thank all the members of the worldwide IDG family who have always given me support and understanding."

Zabala plans to relocate to Barcelona later this year. More photos are with this article on IDG Central.

and finally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

IDG World Update

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*IDG Chairman **Pat McGovern** welcomed attendees at the combined PCW/MW and Enterprise Product Line Meeting on Oct. 9.*

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PC World operates live chat room at Apple demo *page 4*

CIO magazine celebreates 20th anniversary *page 8*

GPSC meetings showcase innovation, online transition

Boston gathering covers PC World/Macworld and enterprise properties

Community. Database development. Lead generation. Mobile platforms. User-generated content. Blogs, wikis, video, widgets and online-only titles. Even a cursory glance at the agendas for this year's PC World/Macworld and Enterprise Global Product Support Center (GPSC) meetings paints a clear picture of where IDG business units are focusing their efforts today and where the business is heading tomorrow.

Held Oct. 8 -10 in Boston, the two two-day meetings overlapped for one combined day of presentations on Oct. 9. More than 230 attendees — the largest number ever to gather for a GPSC meeting — representing 33 countries came to Boston to share highlights, best practices and lessons learned along the way on the company's inexorable journey to becoming a Web-centric media company.

Welcoming attendees, IDG Chairman **Pat McGovern** sounded an upbeat note, pointing out that IDG serves the fastest growing major market in the world — a market that will become the world's largest by 2020, he said. Noting that IDG is now a "Web-centric company with print publications and events as ancillary activities," McGovern said that "well-balanced IDG companies" should be aiming for '07 revenues to derive 50% from print, 30% from online and 20% from events with those numbers shifting to 45% from online, 30% from print and 25% from events by 2010.

Colin Crawford, executive VP, online, IDG Communications, spoke about some of the challenges and key priorities for IDG media companies as they continue to meet the increasingly online-centered

continued on page 4

IDG Ventures Korea office will manage $100 million fund

IDG Ventures Korea opened for business on Oct. 1 in Seoul, expanding the scope of IDG venture capital offices that began in China in 1992 and now also operate in the U.S., Vietnam and India.

According to Managing General Partner **D.H. Oh**, IDG Ventures Korea will be focusing on early-stage small and medium IT and new media companies in Korea as well as overseas. IDG Ventures will manage about $100 million in venture funds. While Oh said there are about 100 venture capital companies now operating in Korea, virtually all of them are local.

IDG Ventures
KOREA

*The IDG Ventures Korea team (from left): Internal Support Manager **Jung-Hee Kim**, General Partner **Sung-Tae Jin**, Finance Manager **Matthew Lee**, Managing General Partner **Duk-Hwan Oh**, Junior Partner **Hak-Kyoon Kim**.*

"One of our areas of strength is that we are part of the global IDG network, so we will be closely communicating not only with the other IDG VCs but also IDC Korea and the other IDC Asia/Pacific offices as a means to expand our business," Oh said.

Oh spent 11 years with IDC, first as director of business development at IDC West in California and then as managing director of IDC Korea beginning in 1997. Most recently he was responsible for the overall direction and day-to-day operations of IDC North Asia, the top IT market research firm in the region composed of Korea, Taiwan and China.

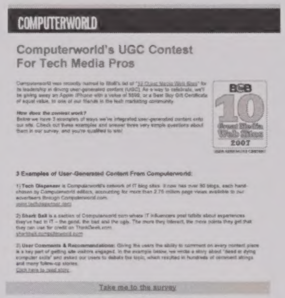
IDG Ventures Korea held an open house on Oct. 5 for more than 150 fellow venture capitalists and business associates and will have a press conference Oct. 24 at the COEX International Hotel. Oh said the team expects to make its first round of investment sometime in November.

Write to doh@idgvk.com. WU

in brief newsworthy

CW's iPhone contest educates clients about user-generated content

Not only do publications' Web sites want active, engaged readers generating content on their sites, they need to drive sponsoring advertising clients there sites as well. Computerworld recently launched an online contest for its clients with a free Apple iPhone as the prize for playing.



COMPUTERWORLD

Computerworld's UGC Contest For Tech Media Pros

3 Examples of User-Generated Content From Computerworld:

Take me to the survey

This HTM: e-mail guided clients to the survey.

"We wanted our advertising clients to get a sense of all the initiatives we've undertaken to grow user-generated content on our site," said CW VP, Marketing **Matt Duffy**. Computerworld recently made BtoB's list of "10 Great Web Sites" for its leadership in driving user-generated content

Advertisers were sent to links to three examples of the different types of user-generated content on CW's site: reader comments on CW stories; Tech Dispenser (http://www.techdispenser.com), a network of 100 tech blogs chosen by CW editors; and Shark Bait (http://sharkbait.computerworld.com), a place for visitors to post items and stories about their IT trials and tribulations. Clients then had to answer one very simple question about each of the three types of user-generated content and give their e-mail address to qualify to win an iPhone.

"Tech marketers know that the most forward-thinking sites are finding creative ways to generate user-generated content," Duffy said. "With this contest we wanted to show our clients that Computerworld is leading the charge on UGC efforts in our space, and that these areas of the site are good places for them to engage visitors with their message."

The contest ran for two weeks and was conducted solely online. CW's primary contacts were sent an HTML e-mail inviting them to the URL where the survey lived. Duffy said they sent a second email to those people who hadn't opened the first e-mail, "which worked very well.

"We had more than 100 of our top clients read the HTML e-mail and check out our UGC areas, and more than 50 took the time to complete the survey and enter the contest," Duffy said. "It's very hard to even get a handful of these busy people to read anything about new programs at Computerworld, so we were very happy with this."

Lindi LaBine of LaBine Media won the iPhone. Duffy added that entrants were given the option of the iPhone or a $599 Best Buy gift certificate "because we've found many people are saying no to iPhones as a prize because they still have to pay for the AT&T service for it."

Write to matt_duffy@computerworld.com. WU

If you would like to receive IDG World Update as a PDF file via e-mail each week, send a request to world_update@idg.com.

IDG World Expo's Melinda Kendall named Show Manager of the Year

Melinda Kendall

Melinda Kendall, general manager, IDG World Expo, was selected as one of five winners of The Expo Group Show Manager of the Year (SMOTY) Awards. Kendall was the first-place winner in the Tier III category (301 to 700 booths) for her management of the annual LinuxWorld Conference & Expo, and this year's new Next Generation Data Center Conference & Expo. Show managers are chosen based on their innovative event practices, demonstration of a strong customer service philosophy, a commitment to success and an ability to overcome obstacles.

"I'm thrilled and honored to have been selected for such a prestigious award," Kendall said. "We take so much pride in the events that we produce, and we're constantly looking for ways to improve them for our attendees as well as our exhibitors. Receiving this award from The Expo Group is testament to our commitment to the trade show industry, and I'm proud to accept it on behalf of my team."

Award winners will be honored at a dinner and ceremony on Nov. 1 at the Four Seasons in Atlanta. Honorees receive $1,000 for their favorite charity as well as a crystal obelisk. Kendall has chosen to donate her award winnings to the Drama Department at Wellesley High School in Wellesley, Mass.

"The Expo Group Show Manager of the Year award is all about the person," says The Expo Group President and CEO Ray Pekowski. "I cannot stress this enough. Awards for size of show and growth of show already exist, but we started these awards eight years ago to honor the people who make our industry great."

The Expo Group SMOTY awards are open to anyone in the industry responsible for producing a show, regardless of any affiliation with The Expo Group. This year's nominees were suggested by co-workers, vendors, exhibitors, board members and themselves. The Expo Group is a general service contractor based in Dallas. WU

Fast fact

Worldwide PC shipments grew by 15.5% in the third quarter of 2007, according to IDC. Most regions continued to grow close to the pace of recent quarters, but EMEA saw a significant increase in Portable PC demand.

A strong Euro and rising investment throughout EMEA helped accelerate the trend, pushing global growth to rates not seen since the end of 2005.

2007 Global Product Line Meetings: A pictorial review

Speaking out

Speakers representing a wide range of global business units gave presentations or served as panelists at the Global Product Line Meetings in Boston earlier this month. Among them:

Oct. 8: Best Practices
Jason Snell, VP/editorial director, Macworld U.S., on "iPhone Central"

Jesper Landen, sales and marketing manager, Macworld Sweden on "Working with MS and Growing with Schools"

Simon Jary, publishing director, PC Advisor, U.K., on "MacVideo: Vertical Markets and Communities"

Jorgen Lindqvist, editor, Computer Sweden, on "Climbing on the Google Ranking"

Andreas Perband, editor-in-chief, Germany's PC-Welt, on "Newstube"

Daniel Binett, business manager, Sweden's PC for Alla. on "Using Readers' Photos to Generate Online Traffic"

Oct. 9: General Session
Frank Cutitta, general manager, IDG Connect, on "IDG Connect: The Science of Lead Generation."

Randy Giusto, IDC Group VP and General Manager, Mobility Computing & Consumer Markets and **Karsten Weide**, IDC Program Director, Digital Media & Entertainment, on New Media Trends

For a complete list of speakers, go to the IDG Global Meetings section on IDG Central and click on the Global Product Line Meetings 2007 links.

*IDG News Service Editor-in-chief **Elizabeth Heichler** talks with Australian Macworld Associate Publisher **Nick Harris**.*

*IDG Norway Online Sales Manager **Jon Thorstensen** (left) and IDG Norway Sales Director/Magazines **Rune Antonsen** check e-mail at a break.*

*Computerwoche and CIO Germany Publisher **Michael Beilfuss** (left) talks with PC World SVP and General Manager/Online **Stephan Scherzer**.*

*PC World Network Manager **Rodney Barnes** served as technical guru.*

Video interviews from product line meetings on IDG Central

Bob Carrigan
CEO, IDG Communications, Inc
2007

IDG Australia Managing Director **Don Kennedy** and IDG Australia President/Enterprise Division **Linda Kennedy** interviewed many of the presenters at the Global Product Line meeting in Boston earlier this month. The approximately eight-minute videos will be posted on IDG Central beginning this week and feature a number of IDG executives including IDG Communications President **Bob Carrigan**, Executive Vice President/Online **Colin Crawford** and IDG Communications SVP/Sales & Marketing **Matthew Yorke**.

*At a video interview taping session, IDG Australia Senior Technical Editor **Laurence Grayson** (right) adjusts the microphone for SVP/Online **Colin Crawford** while IDG Australia Managing Director **Don Kennedy** looks on*

*PC World and Mac Publishing President & CEO **Mike Kisseberth** (left) and IDG Global Solutions President **John O'Malley** catch up.*

IDG WORLD UPDATE PHOTOS

GPSC meetings

continued from page 1

needs of readers and advertisers. He listed five areas that he said business units need to focus on:

- Community content and tools to make it easy for users to participate.
- Database development/lead generation programs.
- Development of networks/ content syndication via widgets.
- Video content creation — original and community.
- Mobile — understand users' mobile content consumption.

Welcome to the joint
Enterprise
and
PC World/Macworld Meeting
October 9, 2007
IDG
Boston 2007

IDG WORLD UPDATE

Organizational details for the product line meetings were in the capable hands of (from left): PCW/MW Senior Director of Marketing ***Sandy Wong****, Enterprise GPSC Manager* ***Samantha Saunders****, Mac Publishing Marketing Specialist* ***Michelle Kloss*** *and PCW/MW Marketing Specialist* ***Rose Kwass****.*

Crawford noted that "we are still not doing enough with community. Our efforts are still too push-centric." He urged attendees to "embrace [their] audiences," accept that user-generated content is a key component of today's Internet and to provide the technology platforms to allow users "to create, showcase and share their content including audio, videos, slideshows, photos, hints and tips, comments, reviews, wikis and more."

IDG WORLD UPDATE

(From left): PCW/MW Online Community Manager ***Kellie Parker****, CIO.com Online Editorial Director* ***Chris Lindquist*** *and InfoWorld Director of Online Content and Production* ***Allen Fear*** *spoke on the Community Initiatives Panel.*

Calling database development "critical," Crawford urged attendees to make data collection at the local level a top priority. Noting that IDG Connect has made good progress in the U.S. (and will soon roll out in Europe) he added, "we still have a way to go on collecting e-mailable names for lead generation."

Looking to the future, Crawford predicted — only half jokingly — that the day will come when "we hear Pat McGovern announcing that IDG is now a mobile-centric company." Noting, "we are at the cusp of moving to mobile," he urged attendees to "lay the foundation now. Mobile revenue streams are unproven and small, but we have to teach ourselves now and invest."

Two outside speakers, Allen Reichard, director, global events, strategy and marketing for AMD, and Isabelle Kane, VP, media director for PJA Advertising and Marketing, presented the customer perspective on the market and IDG's role in that market. Kane urged, "Don't sell us media, sell us experience, sell us results, sell us confidence." She encouraged IDG to "be the go-to resource for Web 2.0 wisdom and reason [for marketers]," and offered a number of specific ways for IDG to partner with marketers. (Kane's presentation is available with other IDG presentations on IDG Central.) Sounding a very positive note, Reichard ended his presentation with this observation: "In almost 40 years of being involved in IT marketing, events and advertising, I've never seen IDG poised to be so successful."

IDG Communications CEO **Bob Carrigan** began his wrap-up by noting the "dramatic 84% improvement in profits year on year for IDG Communications. We're managing print for profit, online and events for growth and proving the strategy can work," he said. "We operate in a big, healthy and growing sector of the world economy, each day brings new and profitable ways to delight our end users and advertisers, and we are making very good progress in transforming our business. We should feel good that we're on a winning team," he concluded.

Presentations as well as short video interviews of most of the presenters are in IDG Central's Global Meeting Section (under the Corporate Resources tab). WU

IDG

Current Jobs, Week of October 22, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computer World						
	Events	Business Development Specialist	Framingham	M. Scanlon	mary_scanlon@computerworld.com	508-628-490
	Events	Marketing Specialist	Framingham	M. Scanlon	mary_scanlon@computerworld.com	508-628-490
	Editorial	Sr. Editor, IT Channels	Framingham	M. Scanlon	mary_scanlon@computerworld.com	508-628-490
	Editorial	Features/Reviews Editor	Framingham	M. Scanlon	mary_scanlon@computerworld.com	508-628-490
CXO Media						
	Custum Publishing	Senior Editor	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Edit	Assistant Managing Editor	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	Online	Lead Web Designer	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Online	Editorial Assistant	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	Online	Rich Media Producer	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Sales	Sales Development Manager	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Sales	Relationship Manager	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
Financial Insights						
	Research	Associate Research Analyst, Financial Insights	Framingham	Susan Brown	sbrown@idc.com	508-935-409
Global Retail Insights						
	Research	Research Director, Merchandising and Demand Chain - Global Insights	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-409
	Research	Research Director, Retail Store, Channel and Consumer Strategies	Framingham MA, Irvine CA	Susan Brown	sbrown@idc.com	508-935-410
IDC						
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	Consulting	Consulting Director, Telecom	Framingham MA	Susan Brown	sbrown@idc.com	508-935-409
	Consulting	Consulting Director, Services	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-409
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IDG Entertainment						
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	Marketing	Marketing Manager	San Francisco CA	http://careers.idg.com		
	Online	Web Development Intern	San Francisco CA		jobs@gamepro.com	
IDG List Services						
	Sales	Manager, Brokerage Services	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-416
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	Edit	Europe Correspondent	Europe	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-781
Industry Insights						
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Infoworld						
	Sales	National Online Sales Leader	San Francisco	J. Lynch	julie_lynch@computerworld.com	508-820-816
Macworld						
	Edit	Associate Editor	San Francisco CA	http://careers.idg.com		
Manufacturing Insights						
	Research	Research Manager, Manufacturing Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-409
	Sales	Sales Rep	Framingham MA	Leah Barton	lbarton@idc.com	508-935-433
Network World						
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	Sales	Account Manager, Demo.com	New York NY, San Francisc	Eric Cormier	careers@nww.com	508-490-645
PC World						
	Admin	Executive Assistant	San Francisco CA	http://careers.idg.com		
	Edit	Associate Editor	San Francisco CA	http://careers.idg.com		
	Edit	Senior Editor	San Francisco CA	http://careers.idg.com		
	Test Center	Test Center Coordinator	San Francisco CA	http://careers.idg.com		
WEC						
	Mktg	Marketing Specialist	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-416

Go to http://careers.idg.com to view all current job opportunities at IDG

PCWorld.com test-drives live chat room at Apple demo

Staff interacts with site visitors in new way; news generated faster

PC World's coverage of Apple Computer, Inc.'s iPod announcements last month included something new: a live, 90-minute chat room with real-time reporting from the Apple event in San Francisco in which participants could ask questions and comment on the latest developments in iPods as they were released.

"We've been live blogging from Apple announcement events for awhile, but there are now many sites that do that," said PC World VP/Editor-in-chief **Harry McCracken**, who came up with the live chat room idea the day before the event. "We wanted to try something new that was informative and interactive, and, as far as we knew, nobody had operated a chat room from [an Apple CEO] Steve Jobs demo."

McCracken was the reporter at the event at the Moscone Center, at which Apple made several announcements about the iPod, iPod Touch, the new iPod Nano and related matters. PC World Online Community Manager **Kellie Parker** monitored the chat room back at the PC World office helping to keep the conversation on track, while Senior Editor **Eric Dahl** checked in on the proceedings and posted highlights from the announcements on the Today @ PC World blog (http://blogs.pcworld.com/staffblog/).

The chat room was only part of PC World's Apple announcement coverage. "We also blogged, did video and published news stories," McCracken said, "and thousands of people saw those versus those who attended the chat room."

Both PC World and Macworld have done live event coverage in the past, and both report on Apple events and share content back and forth, according to McCracken. "This was an experiment with ways of covering these announcements," Parker said.

Prior to the event, the chat room was promoted on the PCWorld.com home page, and McCracken wrote about it in his Techlog blog (http://blogs.pcworld.com/techlog/). The chat room was limited to 80 participants and was quickly 'sold out' (no registration was required). McCracken said future chat rooms would have larger capacities.

McCracken said participants were curious about the features and pricing of the new iPods. "As they learned what was new, they gave their take on it," he said. Participants could not pose questions for Jobs as he did not take questions at the event. However, the questions the chat-room visitors asked helped shape the questions PC World reporters and editors later asked Apple representatives.

"This was a unique feature that drew visitors to the site and let us interact with them in a new way," McCracken said. "Besides it being a lot of fun, it let us get the breaking news from the event to them very quickly, faster than a live blog can. Even the swiftest live blogging involves a bit of lag before information shows up on the site. With the chat room, my reports showed up on PCWorld.com the moment I pressed Enter."

It was also free for PC World. The chat room used Meebo Rooms technology (http://www.meebo.com), a service that let PC World run the room with no investment of money or technical resources. McCracken said PC World would revive the live chat room for other Apple events and possibly other product announcements and keynotes of high interest, such as the ones at the upcoming Consumer Electronics Show in January.

For more information, contact Harry McCracken at harry_mccracken@pcworld.com. WU

Additional resources in IDG Central's product line meeting section

IDG Communications Executive VP/Online **Colin Crawford** has made available seven online-related presentations from a variety of sources that may be useful to employees. To view the presentations, go to the IDG Global Meetings section of IDG Central (under the Corporate Resources tab) and see the Global Meetings Oct. 2007 area. Click on the Oct. 9 link to view the Additional Resources in Crawford's presentation section.

The presentations include the following:

Interactive Advertising Bureau Internet Advertising Report: "Internet advertising revenue in the U.S. totaled just under $5.1 billion in the second quarter of 2007, an increase of 4.0% from the first quarter."

The Banner Guide to Online Lead Generation: Includes definitions and recommendations on how to use white paper programs, webinars, e-mail and newsletter advertising and contextual and behavioral advertising "to squeeze more out of the Web."

IDC's U.S. Internet Advertising Revenue Forecast: "Rich media ads will dramatically increase their market share from 7% in 2006 to 21% in 2007, establishing themselves as the No. 2 advertising format."

Coming up

CIO/08 The Year Ahead
Oct. 28-30
Coronado, CA
http://www.cio.com

SOA Executive Forum
An InfoWorld event
Nov. 7
New York City
http://www.SOAExecForum/nov2007.com

CIO Executive Seminar on eDiscovery
Nov. 14
New York City
http:/www.cio.com

ComNet Vietnam
Nov. 20-21
Hanoi
Vietnam
http://www.idg.com.vn

IDG Top Leadership Meeting
(formerly US Managers Meeting)
Nov. 27
Boston
Contact:
maggie_murphy@idg.com

Saas World 2007
Nov. 28-29
Tokyo Midtown Hall
Minato-ku, Tokyo
http://www.idg.co.jp/english

IDG U.S. Media Management Institute
Nov. 28-30
Boston
Contact: laurie_butson@idg.com

Business Continuity Management
Nov. 30
Tokyo Midtown Hall
Minato-ku, Tokyo
http://www.idg.co.jp/english

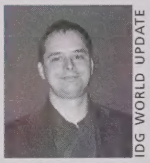
Vietnam e-Government Symposium
Dec. 4-6
Hochiminh City
Vietnam
http://www.idg.com.vn

IT Architect Summit
Dec. 5
Tokyo Conference Center
Minato-ku, Tokyo
http://www.idg.co.jp/english

Send events listings to world_update.com and view more in IDG Central's Events section.

noteworthy people

Promotions


IDG WORLD UPDATE

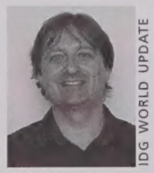
Telek

Zoltan Telek, deputy editor-in-chief for PC World Hungary for the past three years, has been named brand manager for PC World Hungary. "Professionally, Zoltan has grown up at IDG Hungary," said IDG Hungary Managing Director **Istvan Biro**. "Six years ago, after graduating from university, he started as a marketing assistant and then became games editor for GameStar. His new position includes full editorial responsibilities for print, online and related events as well. Zoltan's main goal is to strengthen and improve the online magazine and events — to gain the same market-leading position for all parts of the brand that the print PC World has enjoyed for almost 15 years." *ztelek@idg.hu*

New employees

Shaun Callaghan has been hired by the CW-CXO Online Group as a Web producer. He holds a B.S. in Web site development and management from Champlain College in Burlington, Vt., and is a musician in his off hours. *scallaghan@cwcxo.com*

PC World has hired **Gene Kim** as a Web designer. He was previously a front-end Web developer with EVB and holds a B.A. in radio, television and film from San Jose (Calif.) State University. Away from the office he enjoys surfing, Ultimate Frisbee, snowboarding and cycling. *gene_kim@pcworld.com*


IDG WORLD UPDATE

Trester

Previously a senior Web developer with Metavante, **Greg Trester** is now a senior applications developer with PC World. A graduate of the Milwaukee (Wisc.) Area Technical College he holds a associate's degree in computer science and is currently studying for a Java Developer Certificate. In his free time he enjoys hiking and photography. *greg_trester@pcworld.com*

Network World Client Services Manager **Deborah Gordon** was previously a program specialist at Commission Junction, a network for advertisers and affiliates, where she worked with advertisers to get revenue-generating affiliates to join programs. She holds a B.A. in communications from the University of Massachusetts/Amherst. In her spare time she likes to hike with her dog and cook. *dgordon@nww.com*

Rosalie Nelson joins IDC New Zealand as research manager, Telecommunications. She was previously with Ovum Pty. where she was worked as a research director and principal analyst. She holds a post-graduate diploma in journalism from the ATI Media Department in Auckland, New Zealand. Away from the office she enjoys cycling, horseback riding, skiing, hiking, camping and experiencing other lifestyles and cultures. *rnelson@idc.com*

IDC Philippines has hired **Angelica Beare** as a production coordinator with the Asia Pacific Publishing Service and Technology group. She will be processing all incoming document submissions, preparing status reports, support AP editors and handling other administrative duties. Before joining IDC, she worked as writer/researcher in the Philippine Army's Office of G5 for Plans and Policy. She holds a degree in mass communications from the Polytechnic University of the Philippines in Manila. In her spare time, she participates in her local church as part of its community service and ministry. She also enjoys reading and playing with her nieces and nephews. *abeare@idc.com*

Returning employees

Diane Frank, formerly a senior reporter with Federal Computer Week (FCW) in Falls Church, Va., returns to IDG in the newly created position of content development specialist with the CIO Executive Council. She will be working with Council member CIOs on content development projects, persuading members to share valuable tools and documents with each other and the profession at large and writing and editing Council content for CIO magazine and its Web site. At FCW, she covered the Department of Homeland Security from its inception, the White House federal IT policy, privacy and other federal CIO priorities. She also interned at InfoWorld in Boston while attending Northeastern University, where she earned a journalism degree in 1998. *dfrank@cio.com*

Transfers

IDC Canada Consulting Director **Dave Marks** has moved to IDC Hong Kong where he will remain a consulting director. He joined IDC Canada after eight years at IBM, the last four of which he worked as an e-business consultant, advising customers on how to construct efficient e-businesses using infrastructure middleware and best-practice methodologies. He holds an honors B.S. in social science from the University of Ottawa, Canada and an executive M.B.A. from Canada's Athabasca University. *dmarks@idc.com*

All business units are welcome to se information for the Noteworthy section to world_update@idg.com.

Tips from the Writing Workshop

One of IDG Central's writing features, "The Trouble's We've Seen," takes a look at flawed sentences and offers ways to improve them. This excerpt is from this week's column, "Antagonizers, Part 2":

If you want to annoy several people in any crowd, refer to the familiar green monster who has electrodes sticking out of his neck as "Frankenstein."

Example: "The earpieces stick out from your ears quite a bit more than models from Surtain and Edamamic, leading one observer of my audition to comment that I had more than a passing resemblance to Frankenstein."

The author here has in mind Boris Karloff in stage makeup — but that's the monster that Dr. Frankenstein created and animated. By all accounts, Frankenstein himself lacked electrodes and looked like Gene Wilder.

Better: "The earpieces stuck out quite a bit more than competing models from Surtain and Edamamic did, leading one observer of my audition to comment that I had more than a passing resemblance to the monster in Frankenstein."

For the record, we don't think it matters whether the observer made the mistake or the author did. A literary and filmic legacy is at stak here.

*Go to http://www.idgcentral.com to read more tips from PC World Senior Copy Editor **Steven Gray** and his former colleague, Barbara Lewis.*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

28
Nancy Mallette *IDG*

22
Carol Spach *CXO Media*

17
Duane Hampson *PC World*
Stephen Fontaine *IDC*

16
Yumiko Oshima *IDG Japan*
Darren Whiteman *IDG U.K.*
Stephen Hendrick *IDC*
Steve Pelosi *IDG*

15
Deb Winders *Computerworld*
Bill Laberis *Computerworld*
Maria Lindström *IDG Sweden*
James Farley *IDC*

14
Stephanie Faucher *Computerworld*
Sean Weglage *Computerworld*
Carolyn Johnson *CXO Media*

13
riele Ehlers *IDG Germany*
Sharon Stearns *IDG Connect*

12
David Ramel *Computerworld*
Mary Scanlon *Computerworld*

11
Laureen Austermann *Computerworld*
Robin Morris *PC Advisor*
Amy Bonner *IDG World Expo*

10
Michele DeFilippo *Computerworld*
Brian McDonough *IDC*

9
Matthew Sweeney *Computerworld*
Carina Nilsson *IDG Sweden*
James Eibisch *IDC U.K.*
Lars Vestergaard *IDC U.K.*

8
Eugene Demaitre *Computerworld*
Kalpana Ettenson *PC World*
Claude Lavoie *IDC*
Barbara Nash *IDC*
Hanh Nghi *IDG Corporate Sales*

7
sato Takeuchi *IDC Japan*
a Goldrick *IDC*
Joanne Terrio *IDG*
Sarah Hindmarsh *IDG World Expo*
Matika Angkatavanich *IGS*

6
Phil Sargeant *IDC U.K.*
Daphne Tan *IDC Singapore*

5
Ian Lamont *Computerworld*
K.R. Sreenivasan *IDC Centre for Consultancy and Research (India)*
Steven Kempton *IDC*

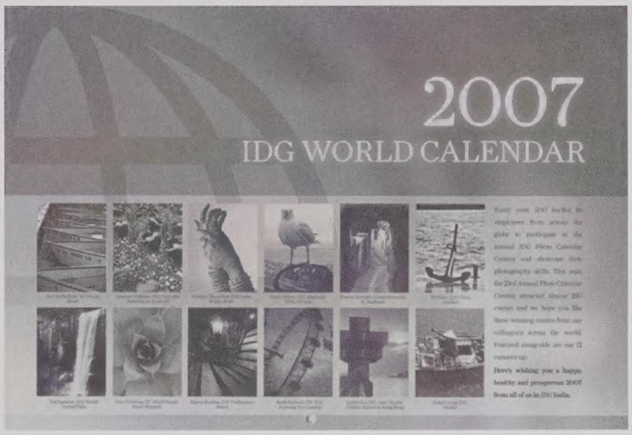
4
Jenny Steele *InfoWorld*
Pooja Mudholkar *IDC Centre for Consultancy and Research (India)*
Lisa Boles *CW/CXO Media*
Guillermo Palou *IDG Spain*
Michael Gerard *IDC*
Patrick Kenney *IDG Int'l Publishing Services*

3
Mike Bucken *Computerworld*
Matt Wintringham *Computerworld*
Amber Bouman *PC World*
Rene Hinojosa *IDC Singapore*
Matthew Goebel *CW/CXO Media*
Stephanie Gelston *CXO Media*
Lorena Martin *IDG Spain*
Maryanne Rice *IDG World Expo*

2
Eric Lai *Computerworld*
Josh Ryan *Computerworld*
Peter Farley *IDC U.K.*
Piotr Ganko *IDG Poland*
Kate Walsh *CXO Media*
Ellen Daly *CXO Media*
Monique Caron *CW/CXO Media*
Irina Gabechiia *CXO Media*
Adrian Lloyd *PC Advisor*
Rose Ryan *IDC*
James Stone *IDC*
Amy Seitz *IDC*
Chris Fauble *IDG*

1
Pamela Torok *Computerworld*
Valerie Potter *Computerworld*
Kazuyuki Katayama *IDC Japan*
Shuunsuke Miyazaki *IDC Japan*
Polly Chan *IDC Hong Kong*
Hayley Nickerson *CXO Media*
Amy Freeman *CXO Media*
James Barnett *CW/CXO Media*
Nicole Blackburn *CXO Media*
Kiran Khela *IDG U.K.*
Lindsay van Gulden *IDC*
Andrew Hanson *IDC*
Deborah Rosenthal *IDC*
Sherrie Brogan *IDG*
David Baron *IDG Connect*
Lorraine Minogue *IDG*
Richard Feeley *IDG World Expo*

IDG Employee Photo Calendar can be customized for local use



IDG India's customized version of this year's calendar included more local holidays.

Earlier this year, IDG India customized the 2007 IDG Employee Photo Calendar and delivered it as a gift to 1,500 clients, PR and advertising agencies, vendors, suppliers and high-level industry contacts as a way to impress them with IDG's global scope. IDG India plans to repeat that effort with the 2008 calendar, and other IDG business units worldwide are welcome to use the calendar files in a similar fashion.

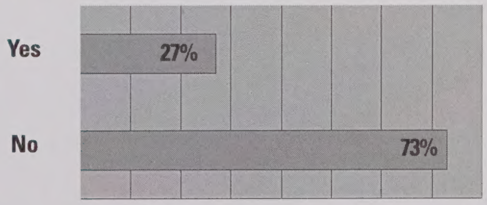
Upon request, the editors of IDG World Update, who coordinate the calendar project, will work with the calendar's external designer to have the calendar photos, covers and monthly pages posted to an FTP site. Any business unit interested in creating a custom calendar can download the files and redesign the calendar as needed. Business units are responsible for arranging for their own production and printing and assuming all related costs.

IDG India, for example, rebranded the calendar with the IDG Media Private name (IDG India's formal name) and the location of its three offices on the back. The inside cover and first page feature portions of the IDG Media Kit brochure touting IDG's global products. The monthly pages are the same as the original calendar except for a smaller number of holiday listings corresponding to those celebrated in India and a teaser at the bottom of each month promoting an IDG India event or editorial calendar theme.

Write to world_update@idg.com for more details or contact IDG India Assistant Manager/Marketing ***Siddharth Singh****, who coordinated the project in Bangalore, to learn more about IDG India's experience (siddharth_singh@idgindia.com).* WU

Question of the Week for Oct. 15

Do you have a profile on Facebook.com?



Log on to www.idgcentral.com to vote on this week's question:
How many online videos do you watch per week?

celebrating 20!

CXO Media marks 20 years of publishing

CXO Media Inc.'s 20th anniversary celebration highlighted several milestones, projects and past accomplishments during a festive lunch Oct. 4 at The State Room in Boston.

The CXO Media Executive Programs team planned and executed the event for 130 CXO Media Inc. employees and IDG executives.

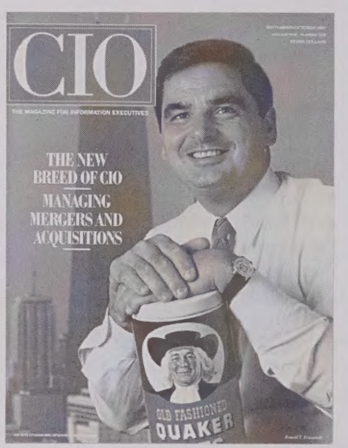
CXO Media President and CEO **Michael Friedenberg** began the lunch with a toast, thanking employees for their hard work and dedication. Next was a slideshow of CXO Media Inc.'s history, prepared by the Marketing Communications Department. IDG Chairman **Pat McGovern** provided a look back at the start of CIO and IDG Communications President **Bob Carrigan** shared his thoughts for the future of CXO Media Inc.

Among the notable moments recognized:

- CIO magazine's 20th anniversary issue was published on Oct. 1, 2007. Beginning in September, CIO.com hosted an online trivia quiz focusing on IT knowledge from the past 20 years as well as a feature that asked visitors to discuss the biggest IT events in the past 20 years, which was also included in the print issue.
- The 20th anniversary celebration will be continued at the CIO|08: The Year Ahead conference, where 20 IT luminaries will be inducted into the CIO Hall of Fame and will join the previous 12 inductees from 1997.
- CSO Magazine's launch in 2002 (CSO's 5th Anniversary issue published in September 2007).
- The CIO Executive Council's launch in April 2004. WU

SUSAN MURRAY

*Among the many employees at the celebration were (seated, from left): **Ray Anderson**, CTO, Online Publishing Group; **Shaw Lively**, managing director of Program Services, CIO Executive Council; **Rich Hartman**, online regional sales manager; **Chris Bernardi**, senior financial analyst, Online and CSG; **Lisa Boles**, senior producer. (Top, from left): **Brian Glynn**, vice president, Online Sales; **Valerie Sumner**, account services specialist, Online; **Vanessa Boris**, rich media producer; **Hayley Stewart**, online account services coordinator.*



The launch issue.

*Web Developer **Sanghee Seo**, Senior User Support Specialist **Chris Kay** and Associate User Support Specialist **James Brevard**.*

CHRISTINE McKAY

*CXO Media President and CEO **Michael Friedenberg** presented the President's Award to Client Services Specialist, Executive Programs **Erica Foster** (left) and Marketing & PR Specialist **Lynn Holmlund**. The twice-annual award recognizes exemplary service, teamwork, collaboration, quality and results.*

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Lynn Holmlund *CXO Media*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDG Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

High-energy E For All makes successful debut in Los Angeles

Gamers, publishers, exhibitors, retailers come together for four-day event

JOE ORLANDO

*Guitar Heroes (l-r): **John O'Malley**, president, IDG Global Solutions; **Phil Sanderson**, managing director, IDG Ventures; **Mary Dolaher**, CEO, IDG World Expo; **Bob Carrigan**, CEO, IDG Communications; **Pat McGovern**, chairman, IDG; **Alex Rosen**, managing director, IDG Ventures; and **Jim Sullivan**, IDG International Publishing Services VP, Licensing and Operations.*

IDG World Expo's inaugural E For All was in all ways a success. Held earlier this month at the Los Angeles Convention Center, the four-day gaming event drew approximately 18,000 attendees, from both the general public and the gaming industry, as well as media attention as wide-ranging as The New York Times, Popular Science and Agence France Presse.

According to **Carolyn Rauch**, IDG World Expo VP, Event Development, E For All was the brainchild of IDG World Expo CEO **Mary Dolaher**. "She saw a need in the marketplace for game industry companies to interact not just with each other but directly with consumers," Rauch said. "As the game market continues to expand, both in terms of technology and consumers, and the community becomes more and more key to marketing efforts, it was clear that this was the right time for an event that welcomes all members of the game community."

Rauch said Dolaher knew that there were other event companies that had either tried and failed to produce a similar show or were interested in stag-

continued on page 4

IDC's annual customer meeting yields valuable feedback

Inside this issue

One on one: Randy Giusto, IDC's group VP & general manager, Mobility Computing & Consumer Markets *page 3*

Video interviews of product line meeting speakers available on IDG Central *page 7*

Celebrating 10: IDC's Robert Amatruda *page 8*

The 16th annual IDC Global Research Advisory Council (GRAC) meeting took place Oct. 15-17 in Carlsbad, Calif., just north of San Diego. The council brings together more than 100 of IDC's largest clients from around the world to discuss IDC's initiatives for the upcoming year; provide feedback on existing products and services; and network with IDC's senior management, analysts and their peers.

'It was, by far, the most interactive client meeting yet," said IDC President & CEO **Kirk Campbell**, who kicked off the gathering with a presentation on IDC's goals and objectives for 2008. "This year's council featured an exciting white-board general session that captured a tremendous amount of valuable feedback from client discussion groups. We are developing action plans around this feedback, which will be used as the foundation of IDC's annual strategic planning process to drive improvements in IDC's research and services throughout 2008 and beyond."

LAURIE HORN

*IDC Senior Vice President/Research **Frank Gens** (right) meets with Skip MacAskill, director, Analyst Relations at Cisco Systems.*

The interactive sessions were spearheaded by master of ceremonies **Frank Gens**, SVP/Research, who

continued on page 2

Poetic justice for GRAC

A poem written by one attendee to a sales rep following IDC's Global Research Advisory Council meeting summarizes the event's draw:

Ode to GRAC

I loved the room and the chance to unwind.
The talks were interesting and well worth the time.
I learned a lot and have plans to spend
Even more budget for your thoughts on trends.
But what I loved most all of GRAC
Was the divine location and the bag of snacks.

More photos are available with this article on IDG Central.

GRAC

continued from page 1

shared IDC research and points of view, and then organized the attendees into working teams to collaboratively explore how the challenges for ICT companies' market intelligence (MI) needs will change during the next five years and how companies like IDC must change — in terms of resources/tools, organization, skills, and processes — to support those changing needs.

The foundation for this session came from IDC's 2007 Market Intelligence (MI) benchmarks and best practices study, as well as the company's latest research into information access/analysis/sharing technologies and Web 2.0 community practices. "We used this information to seed the working group discussions," Gens said, "and then mined the collective wisdom of the GRAC community to draw a picture of what the most critical MI customer needs will be and the most critical capabilities that MI organizations must develop to be relevant and deliver value in 2012."

Gens' session was flanked by keynote speakers **John Gantz**, SVP and chief research officer, who spoke on Ten Years Out: A Snapshot of IT and Communications in 2017, and **Rich Vancil**, VP/Executive Advisory Group, who discussed, One Year Out: Tech Industry Sales and Marketing in 2008.

The valuable client-IDC exchange of information continued during breakout sessions designed to promote discussion and feedback and in one-on-one meetings with IDC executives and analysts, as well as in the many informal conversations in hallways, over meals and during organized activities. Clients at this year's GRAC meeting validated the importance of this exchange with comments such as, "This event is excellent, and it would be difficult to find any way to improve it...I was engaged every minute with meeting someone new from IDC who wanted to get my feedback."

> *"This event is excellent and it would be difficult to find any way to improve it....I was engaged every minute with meeting someone new from IDC who wanted to get my feedback."*
>
> *— GRAC attendee*

*IDC Asia/Pacific President/AP Sales **Steven Phillips** (left) and IDC CFO **Mark Sullivan** and take on Hewlett-Packard's Luis Pablo Alcala, supplies market development manager and Frank Stein, business analyst.*

RUTH SAGER

Other highlights of the program included:

- A panel discussion on The Digital Marketplace: Disruption and Opportunities in the Web 2.0 Age, moderated by **Danielle Levitas**, program VP/Consumer Devices.
- A panel discussion on BRIC Markets — Going Mainstream, moderated by **Philippe de Marcillac,** SVP/International Business.
- Two interactive best practices sessions on Using IDC's Global Expertise to Create Company-Unique Market Forecasters and Trackers for Strategy and Planning.
- A panel discussion on Technology Innovations and Challenges across Industries led by **Meredith Whalen**, group VP and general manager/Vertical Market Business Units, featured the leaders of IDC's government, financial, global retail, health industry, energy and manufacturing Insights teams.

Gens closed the gathering with a What We Heard From You session. "While we heard a lot of positive comments about IDC's overall strategic direction a[illegible] our culture of constructi[illegible] — rather than adversarial — engagement, clients also gave us a lot of ideas about how we can do more, and do better, to be ready for their changing needs. GRAC is a showcase for the power of collaboration, with our knowledgeable community of clients helping us to develop research that helps both them and us to be more successful."

"As always, our sales teams acted as strong hosts for their clients attending the event and worked hard to connect clients with analysts in formal and informal meetings," said **Don Best**, senior vice president, Worldwide Sales and Marketing. A reception and dinner, followed by foosball, billiards and air hockey in the on-site game room offered attendees an opportunity to relax and socialize with IDC executives and fellow council members. In addition, there was a golf scramble chaired by **Ken Hoyt**, group VP/Sales, a sailing regatta, visits to the spa, a photo caravan tour at the San Diego Zoo's Wild Animal Park and a tour of the USS Midway aircraft carrier.

Contact Joan Jolley, director of operations and custom events for IDC's U.S. Conference Group at jjolley@idc.com.

the interview

one on one

Randy Giusto
IDC's group VP and general manager, Mobility Computing & Consumer Markets, is this week's columnist. Reach him at rgiusto@idc.com.

"Over one billion mobile phones are sold each year now to nearly three billion subscribers on the planet, and the device market is expected to grow 6.6% over the next five years."

Go to IDG Central at http://www.idgcentral.com to see the video of Randy Giusto's interview on this topic that was filmed during the Global Product Line Meeting in Boston earlier this month. You'll find it under Corporate Resources, Global Meetings.

Q What are the growth prospects for the mobile technology market in the U.S. and worldwide?

A All you have to do is look around to see the explosion occurring in mobile technology and services. The mobile phone has become a ubiquitous communications and data tool, while outside the U.S., especially in the emerging markets, the consumer's main on-ramp to the Internet is now via the handset. Over one billion mobile phones are sold each year now to nearly three billion subscribers on the planet, and the device market is expected to grow 6.6% over the next five years. The emerging markets such as India, China, Brazil and Russia represent the largest growth opportunity for both handset sales and new subscriber growth due to their vast populations and relatively low penetration rates. In the developed markets, the battle is on over next generation services and the integration of the mobile phone into other technologies both at home and at work. Mobile devices truly become the "third" screen next to the TV and PC.

Q How is the business model in the mobile arena changing?

A The development of the Internet and the emergence of Web 2.0 technologies and companies has lead to a strong focus on mobile and the opportunity that it represents. Whether you believe that the mobile Internet is a truly different platform or merely an extension of the Web as it stands today, it is clear that both opportunities and challenges are ahead. The main issue when it comes to mobile, especially in the U.S., is that the mobile operator, or carrier, has owned the on-ramp, the highway, the toll booths, the keys to the vehicle (device activation) and largely dictates the vehicle specifications and usage all while charging very high tariffs for any freight (data or content) that moves across that highway. That business model, and who ultimately owns the customer, is now under siege. Today, when a Disney or a Universal Studios wants to distribute its content, the tariff is usually 4% to 8% for the TV or PC while it can be 50% for mobile. Apple's iPhone with Wi-Fi as a primary feature is a sea change, because device activation (the vehicle keys) is controlled by Apple, not the carrier, and Wi-Fi is so prominently featured that content does not have to go over the carrier network to get to the consumer. Nokia is also reinventing itself as an Internet services company, with its Ovi music store and recent acquisitions in the mobile advertising and software spaces, and along with Google and other new media forces, is forcing a shift in the balance of power away from the operators that have stifled innovation and blocked content interoperability across the three screens.

Q What change is pending in access to the airwaves spectrum?

A The largest event on the horizon is the FCC's 700MHz spectrum auction early next year. Wireless spectrum auctions are usually a once in a decade opportunity. This piece of the vast wireless spectrum is coming up for sale at a time when new media companies and device vendors are screaming that the mobile Internet in the U.S. is a closed, highly controlled and highly tariffed system compared to the open Web that we have today on PCs. The FCC's decision to take a section of the 700MHz band, called the "C block," and mandate that it must be set aside for "open access" means that no one can control the types of devices or content in this band, and it will open up the mobile Internet beyond the telcos. The biggest speculation now is that Apple and Google are gearing up to bid for that spectrum. It remains to be seen if their strategy is to win the auction or merely bid up the price, making it financially painful for the carrier who does wins it.

Q What role might Google play in this development?

A Google is clearly trying to advance its ad-based revenue model into mobile and challenge the operator's subscriber-based model. It has clearly taken the "open" side of the argument in the network neutrality battle brewing between the mobile and Web service providers and the content aggregators and content creators. Google's recent acquisitions and patent filings suggest that a gPhone is imminent, but we believe their approach is more of an open software platform for mobile built around standard Google apps than a true Google-developed, -branded and -supported mobile phone.

Q How will mobile advertising change the customer experience?

A We live in a world where our images are dominated by advertising, whether we like it or not. On the TV, we can skip the ads via things like TiVo, while on the PC we can restrict banner and pop up ads. Google and the advertising agencies see mobile as the next frontier, as the third screen, with the operators sitting clearly in their way when it comes to ad

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Coming up

SOA Executive Forum
An InfoWorld event
Nov. 7
New York City
http://www.infoworld.com

CIO Executive Seminar on eDiscovery
Nov. 14
New York City
http://www.cio.com

ComNet Vietnam
Nov. 20-21
Hanoi
Vietnam
http://www.idg.com.vn

IDG Communications Top Leadership Meeting
(formerly IDG U.S. Managers Meeting)
Nov. 27
Boston
Contact: nelva_riley@idg.com

Saas World 2007
Nov. 28-29
Tokyo Midtown Hall
Minato-ku, Tokyo
http://www.idg.co.jp/english

IDG U.S. Media Management Institute
Nov. 28-30
Boston
Contact:
laurie_butson@idg.com

Business Continuity Management
Nov. 30
Tokyo Midtown Hall
Minato-ku, Tokyo
http://www.idg.co.jp/english

Vietnam e-Government Symposium
Dec. 4-6
Hochiminh City
Vietnam
http://www.idg.com.vn

IT Architect Summit
Dec. 5
Tokyo Conference Center
Minato-ku, Tokyo
http://www.idg.co.jp/english

E For All

continued from page 1

JOE ORLANDO

IDG World Expo staff onsite at E for All included (front): **Jackie Vella**, marketing specialist. (Middle row, l-r): **Suzanne Levecque**, director of event relations; **Maureen McNeil**, registration manager; **Alida Roberts**, operations manager; **Mariella Ley**, operations manager; **Ron Moreau**, sales manager; **Ellen Boland**, sponsorship sales manager; **Melissa Messier**, VP marketing. (Back row, l-r): **Nan Funsch**, manager event marketing sales; **Danielle Cyr**, senior accountant; **Pat Phillips**, executive director/VP; **Mary Dolaher**, CEO; IDG Chairman **Pat McGovern**; **Rich Kazarian**, VP sales; **Carolyn Rauch**, VP, event development; and **Donald Young**, VP administration.

ing such an event. "However, she realized that IDG World Expo was in the fortunate position of having the resources, depth and support of IDG, and that this put World Expo in a unique position for success."

The Entertainment For All Expo (E For All), which will be held annually, was designed to offer consumers a chance to experience the latest in video games and technologies, as well as bring together all elements of the interactive entertainment world — from the hardcore and casual gamers and their families to publishers, retailers, the media and others.

"This was all about creating a direct connection between the games and the people who are passionate about playing them and making them," Rauch said. "Many of the show's programs were aimed at that empowerment theme." Gamer Stages throughout the hall let players come onstage with game creators and publishers to try new products and give feedback while the audience watched, and the People's Choice Voting let attendees vote in real time for their favorite products at the show. The Pitch Your Game Idea contest let avid gamers pitch new game ideas in person to a panel of industry experts. The panel whittled the ideas down to six on Saturday, and the finalists pitched their ideas to the panel and the show audience, with the judges and the attendees choosing the winner of what potentially could be a hot new product at a future E For All.

> *"Our overall impressions are great, and we will definitely look forward to participating in E For All next year."*
>
> — Donnie Walker, exhibitor

More than 70 companies exhibited at the event, including game publishers, retailers, makers of accessories, peripherals, original equipment manufacturers, professional gamers and gaming leagues and other technologies that serve the industry. The Game Developers Conference industry group hosted a Game Career Seminar with two days of sessions about how to break into the industry. (For more information go to http://www.gamecareerseminar.com/conference/index.htm.)

Among the event's highlights were appearances b Los Angeles professional basketball players Corey Maggette and Derek Fisher who played the NBA Live game against each other on a Gamer Stage; a packed Video Games Live Concert; and an appearance by the No. 1 professional gamer in the world, Jonathan "Fatal1ty" Wendel. (For event details, go to http://www.eforallexpo.com.)

Donnie Walker, co-founder of KontrolFreek Gaming Accessories said, "E For All is the first expo that our company has participated in. With companies like Nintendo and Hewlett-Packard being at the show, we were concerned with how we little guys would be treated. The staff at IDG World Expo treated us as professionally as they did the larger companies. Our overall impressions are great, and we will definitely look forward to participating in E For All next year."

In addition to traditional marketing vehicles including direct mail, print ads, e-mail and online banner campaigns, Rauch said the World Expo marketing team used numerous social networking sites such as Facebook, MySpace, YouTube.com, Threadless and gamer clan sites to drive awareness and build buzz, while street teams passed out promotional materials to the public. An extensive radio campaign

continued on next page

IDG

Current Jobs, Week of October 29, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computer World						
	Events	Business Development Specialist	Framingham	M. Scanlon	mary_scanlon@computerworld.com	508-628-490
	Events	Marketing Specialist	Framingham	M. Scanlon	mary_scanlon@computerworld.com	508-628-490
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	Editorial	Features/Reviews Editor	Framingham	M. Scanlon	mary_scanlon@computerworld.com	508-628-490
CXO Media						
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	Sales	Relationship Manager	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
Financial Insights						
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Health Industry Insights						
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	Research	Sr. Research Analyst, Business Voice Services	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-426
	Research	Sr. Research Analyst, Global BPO Services: Market Opportunities by Key Business Processes	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-426
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	Sales	Account Executive, Enterprise Sector East Accounts	Framingham, MA	Annmarie Allen	aallen@idc.cm	508-935-413
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	Marketing	Marketing Manager	San Francisco CA	http://careers.idg.com		
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	Business Developm	Audience Development Intern	San Francisco CA		jobs@gamepro.com	
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	Editorial	Executive Editor	San Francisco	J. Lynch	julie_lynch@computerworld.com	508-820-816
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	Sales	Sales Rep	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-433
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PC World						
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	Edit	Senior Editor	San Francisco CA	http://careers.idg.com		
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WEC						
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Go to http://careers.idg.com to view all current job opportunities at IDG

DC IT Service Management and ITIL Forum
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New York Marriott
Financial Center
New York City
http://www.idc.com

IT Roadmap: Washington
Dec. 13
Washington, DC
http://www.networkworld.com

IDG U.S. Management Excellence Program
Jan. 29-31
Boston
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IDG European Media Management Institute
Feb. 5-8
Prague
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European Online Meeting
Feb. 6
Prague
ontact:
aurie_butson@idg.com

European Managers Meeting
Feb. 6-9
Prague
Contact:
maggie_murphy@idg.com

continued from page 4

targeted both national syndicated and satellite stations as well as key Los Angeles ones. Promotional videos ran in Los Angeles cinemas and on local television stations, and local transit buses were wrapped in E For All advertisements. Podcasts featuring interviews with key gaming executives and industry influencers and highlighting show attractions were produced for the E For All Web site and distributed on iTunes. "We also created a widget that counted down the days to the show and pushed news directly to the desktop," Rauch said.

Among the 11 sponsors were Intel, Sprint, Sony Online Entertainment and Target Corp. "Each sponsor's program was customized to fit the sponsor's specific objectives of being at the show," Rauch said. "Their sponsorship extended their presence beyond their exhibit space and aligned their brands with the E For All Expo." Rauch said both sponsors and exhibitors benefited from being a part of World Expo's marketing and public relations campaigns; access to more than 1,100 members of the media at the event; direct interaction with, and feedback from, their core consumer base; opportunities to market and publicize their products; the chance to network and make deals with other key industry players; and the opportunity to sell products directly from the show floor, as well as drive them to retail channels.

An IDG World Expo team of 19 had 10 months to organize the event. Rauch said they worked with IDC New York Program Manager **Billy Pidgeon** and IDG Entertainment Marketing Director **Simon Tonner** to provide "cutting-edge" research to key retail and media attendees. "In addition," Rauch said, "GamePro magazine had a booth on the show floor and worked closely with us to supply up-to-the-minute content for our Web site, and **Phil Sanderson**, a managing director at IDG Ventures, hosted a terrific dinner at E For All for venture capital companies focused on the game industry."

"We were thrilled with the attendance, and we are pleased that we delivered the event we aimed for, which was a celebration that truly was for the entire game community," IDG World Expo CEO Dolaher said. "With everyone from gamers and exhibitors to developers, retailers and families on the show floor, the mood was always fun and energetic. The response to the event was overwhelmingly positive."

The next E For All is scheduled to take place Aug. 28-30, 2008, at the Los Angeles Convention Center. For more information go to http://www.eforallexpo.com/ or contact IDG World Expo Public Relations Manager **Charlotte McCormack** at charlotte_mccormack@idg.com. WU

XFL CHALLENGE
GAMING ROAD TOUR

Buses carried the E for All message to city streets.

A marching band was on hand to kick off the opening day of E for All.

ALL PHOTOS BY JOE ORLANDO

e for all
An IDG World Expo Event

The Los Angeles Convention Center.

*IDG Ventures' **Phil Sanderson**, IDG Chairman **Pat McGovern** and IDG World Expo's **Mary Dolaher**.*

noteworthy people

Promotions

After rejoining IDC Nordic in August as regional business director for Denmark, **Carsten Schmidt** adds the title of regional director for Benelux to his business card. "Since rejoining IDC Nordic, Carsten has been very instrumental in growing our business in Denmark by 45% in 2007," said **Per Andersen**, managing director, IDC Nordic and Benelux and group VP, IDC EMEA. "This growth has been driven by Carsten's enthusiasm, professionalism and focus on meeting the needs of our clients." *cschmidt@idc.com*

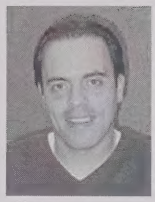
New employees

Adam DeMattia joins IDG World Expo as a conference specialist; he was previously a revenue analyst Donovan Mayflower Trucking, handling revenue reporting, payroll and administrative tasks. He is a recent graduate of the University of Massachusetts/Dartmouth and holds a B.A. in economics with a minor in business administration. He enjoys playing golf and poker and is a big sports fan. *adam_demattia@idg.com*

Previously a freelancer with IDG Entertainment, **Michelle Jones** joins the group full-time as an associate video producer. She has also worked at AUA Video Productions as a video production assistant. She holds a B.A. in art studio with a minor in film studies from the University of California/Davis. In her free time she enjoys painting and watching movies. *mjones@gamepro.com*

Jones

U.S. Correspondent **Chris Kanaracus** comes to the IDG News Service's Boston office from Redmond Developer News where he was news editor and planned, edited and wrote for the news section and Web site of a twice-monthly magazine aimed at corporate software developers working primarily in .net environments. He holds a B.A. in English from Worcester (Mass.) State College and enjoys running, weightlifting, cooking, playing drums and guitar and "watching movies on my giant home theater." *chris_kanaracus@idg.com*


Kanaracus

IDG WORLD UPDATE

Also in Boston, the IDG News Service welcomes Online Video Producer **Nick Barber**. He was previously an educational technology consultant for Logical Choice Technologies, in Jacksonville, Fla., (and this month drove a U-Haul truck 19 hours to Boston with just one short stop in New Jersey.) Nick holds a B.S. in journalism from Boston University and enjoys photography, cooking and singing; he'll soon rejoin the BU Symphonic Chorus. *nick_barber@idg.com*

Barber

IDG WORLD UPDATE

IDC Taiwan has hired **Joey Yen** as a market analyst with the Peripherals Research group. She has more than six years experience in the optical electronics, telecommunication and consulting industries and has served at a leading research and development institute in Taiwan as an industry analyst. She earned an M.B.A. from the University of Houston in Texas. *jyen@idc.com*

Market Analyst **Mel Yeh** comes to IDC Taiwan's Computing Systems group with five years of experience in the IT media industry. Prior to joining IDC, he worked for Sean John in the U.S. as a financial analyst; he has also been a managing editor with C|NET and a product manager for PChome Online. He earned a B.S. in business administration from National Taiwan University and an M.B.A. from Baruch College/City University of New York. *myeh@idc.com*

After working as a freelance contractor with IDC Singapore for more than a year, **Patrick Lee** joins the group full time as an IS support assistant. Before joining IDC, he was a technical assistant with National Computer Services. He holds a diploma in Multimedia and Infocomm Technology from Singapore's Nanyang Polytechnic and enjoys traveling. *plee@idc.com*

IDC's Energy Insights group has hired **Gary MacFadden** as sales director. He was previously vice president of business development sales with the Robert Frances Group, a business and technology advice and research firm. He holds a B.A. in liberal studies from Excelsior College in Albany, N.Y., and enjoys open-air swimming, hiking and jazz singing. *gmacfadden@energy-insights.com*

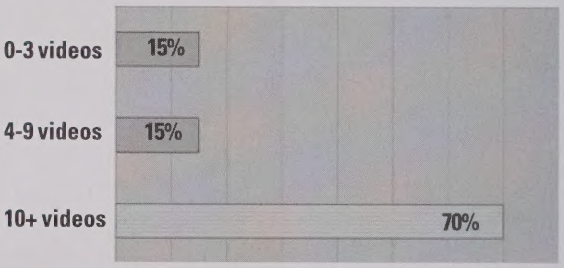
MacFadden

PETER SHORT

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

Question of the Week for Oct. 22

How many online videos do you watch per week?



Log on to www.idgcentral.com to vote on this week's question:
Do you access a non-work e-mail account while at work?

Video interviews from product line meetings on IDG Central

Bob Carrigan
CEO, IDG Communications, Inc
2007

Go to IDG Central to view video interviews of many of the presenters at the recent Global Product Line meetings. Speakers include IDG Communications CEO **Bob Carrigan**, Executive Vice President/Online **Colin Crawford** and IDG Communications SVP/Sales & Marketing **Matthew Yorke**. Need a password? Request one at http://www.idgcentral.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

23

Jose Luis Villacorta *IDG Spain*

22

Lene Sekjaer *IDG Denmark*

18

Bruno Agostini *Nuov@Periodici Italia*

17

Cornelia Kraemer *IDG Germany*

15

Simona Varisco *Nuov@Periodici Italia*
Søren Adelkvist *IDG Denmark*
Joachim Hackmann *IDG Germany*

14

Selinna Chin *IDC Malaysia*

13

Sabine Mayer *IDG Germany*
drik Bernsel *IDG Sweden*

12

Thomas Gunni Pedersen *IDG Denmark*
Ricardo Sampaio *IDC Brazil*

11

Slawomir Kosielinski *IDG Poland*
Magnus Höij *IDG Sweden*

9

Franck Nassah *IDC France*
Marzena Fiok *IDG Germany*
Christian Toepfer *IDG Germany*

8

Geoffrey O'Connor *PC Advisor*
Maggie Tan *IDC Malaysia*
Dominik Olszanka *IDG Poland*
Chris Ingle *IDC U.K.*
Albert Lauchner *IDG Germany*
Manfred Aumaier *IDG Germany*

6

In-Hung Baik *IDC Korea*
Tholmas Jank *IDG Germany*
Ruediger Guzikowski *IDG Germany*

5

inne Teo *IDC Singapore*
dith Black *IDC U.K.*
Catarina dos Santos *IDG Brazil*

4

Dino Del Vescovo *Nuov@Periodici Italia*
Jose Pauty *IDG Netherlands*
Christian Loebering *IDG Germany*
Sigrid Falkner *IDG Germany*
Maria Wikner *IDG Sweden*
Federico Amprimo *IDC Argentina*

3

Luca Masoni *Nuov@Periodici Italia*
Sylwia Skrobisz-Stefanska *IDG Poland*
Iwona Raclawicka *IDG Poland*
Mark Buckley *IDC U.K.*
Scott Gemmell *IDC U.K.*
Elisabethe Nogueira *IDG Brazil*
Dan McLean *IT World Canada*
Renata Bevilacqua *IDC Brazil*
Alexandra Reis *IDC Brazil*
Matias Bernardi *IDC Argentina*
Silvina Bidart *IDC Argentina*
Daniel Boschetti *IDC Argentina*
Alejandro Oliveros *IDC Argentina*
Juan Pablo Seminara *IDC Argentina*

2

Antony Lee *IDC Hong Kong*
Annie Wong *IDC Malaysia*
Jean-Philippe Bouchard *IDC U.K.*
Nader Hanna *IT World Canada*
Gonny Tholen *IDG Netherlands*
Mirja Wagner *IDG Germany*
Karin Lindström *IDG Sweden*
Ricardo Faim *IDC Brazil*
Romina Adduci *IDC Argentina*
Guillermo Gonzalez-Etchetto *IDC Argentina*
Alfredo Magan *IDC Peru*

1

Carlos Cid *IDG Spain*
Michelle Tan-Gong *IDC Singapore*
Hye-Jin Kim *IDC Taiwan*
Lars Løcke *IDG Denmark*
Shunsuke Miyoshi *IDG Japan*
M. Sukapintha *IDG Netherlands*
Patrick Lueck *IDG Germany*
Marcelo Gorini *IDG Brazil*
Anders Rydebrant *IDG Sweden*
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Trine Børve *IDC Nordic/Denmark*
Piotr Twardy *IDG Poland*
Adam Stachnik *IDG Poland*
Marta Fak *IDG Poland*
Juliet Truscott *IDG Global Solutions EMEA*
Mads Elkær *IDG Denmark*

One on one

continued from page 3

revenue recognition. However, the third screen implies that you already have a captive audience, the same audience from the first and second screens, and that mobile is just another channel for content. IDC sees it differently. We think mobile will have some essence of that, but it will also connect brands to customers in new ways and demonstrate new behaviors and interests. It will leverage today's social networking platforms from the PC world and create new ones as well. It will emerge as the "third space" for a multitude of brands and customers where new kinds of commerce, entertainment and communication will operate.

Q What's driving mobile advertising opportunities?

A It's no surprise that the traditional media world has been under siege by the new media world since the days of the Internet revolution in the late 1990s. The rise of new media forces like Google, Yahoo and MSN, along with all of the creative smaller players that have turned the content, advertising, entertainment (music and video) and news and information worlds on their edge are formidable voices as the mobile experience takes off. As the world population increases, audiences for entertainment, news and information and advertising are fragmenting and traditional brands are searching to reach more finely segmented audiences. Mobility has become ubiquitous on the world stage and reaches individuals globally because it travels with them. An ecosystem around mobile advertising is emerging, driven by the big consumer brands, ad agencies and content providers and aggregators to where the mobile platform can help brands engage further with much more targeted audiences.

Q What's the criteria for successful mobile ads?

A We've seen the technology evolve, via short codes, mobile browsers, new content and advances in 3G network technology. We've weathered a few years of rampant experimentation across the board from big and small firms, from banner ads and SMS-based advertising to coupons, click-to-call promotions and product placements. Again, consumers are not entirely thrilled by the barrage of advertising that they have to deal with on a day-to-day basis. The mobile phone is a very personal device that is a reflection of the person who carries it. Advertising on mobile means that you must be less intrusive, be relevant to the person viewing the ad and, above all, provide high customer value that results in a good experience. Otherwise they will skip the ad much like they do on the PC or TV. After all, you only have so much time today, and the mobile phone is a personal communications platform. It is the consumer who dictates where, when and what type of communication, whether it's a voice call, viewing entertainment content, or watching an ad, takes place. WU

celebrating 10!

Name
Robert Amatruda

Home
Waban, Mass.

Joined IDC
May 1997, Research Analyst

Current title
Research Director, tape and removable storage. I am the primary analyst at IDC covering removable magnetic storage devices and systems.

Latest accomplishment
I was first in the storage industry to initiate coverage of Virtual Tape, an emerging area in the data storage market.

Most challenging part of your job
Keeping clients happy and well serviced.

What book is on your bedside table?
"The Zen of Fish: The story of sushi, from samurai to supermarket" by Trevor Corson

Fantasy job
TV weatherman.

Five people — living or dead — you'd invite to a dinner party?
Franklin D. Roosevelt, Harry Truman, Henry L. Stimson, Robert Oppenheimer and Leslie Groves.

What is the last good deed you did?
Donated money to cancer and leukemia research; the Animal Rescue League and a local animal shelter.

First job
Delivery man for a liquor distributor.

Your idea of a perfect day alone?
It would start in the salt marshes fishing for shad and striped bass. A long bike ride and then end with a great meal and a good book.

What you'd grab if your house were on fire?
My wife and my cat.

Luxury item you can't live without
My Swiss watches.

Collection
Vintage fishing gear.

Favorite music
Anything by R.E.M.

Favorite gadget
Swiss army knife

*IDC's **Robert Amatruda** was the guest of IDG Chairman **Pat McGovern** at a recent dinner at Boston's Four Seasons Hotel to celebrate his 10 years of service to the company.*

Favorite beverage
Cabernet

If you won the lottery tomorrow, you would
Donate money and time to family, the elderly and others in need.

Manager's profile
"Robert has managed IDC's tape service through a tumultuous industry. Pronouncements that 'tape is dead' by the industry is something that Robert had to bring intellect and insight to in order to communicate the future of tape technology. Throughout his tenure at IDC, Robert has successfully managed three tape-related products: IDC's WW Storage Mechanisms: Tape CIS, a quarterly OEM view of the market via IDC's Factory Out Tape Qview, and a quarterly consulting project looking at the tape market from a branded perspective. Robert continues to look for ways to add insight to his area. Examples include publishing IDC's first forecast on the virtual tape library market and a soon-to-be released forecast on removable hard disk drive market, an alternative to tape. While other research firms have forsaken their tape research, IDC's tape research continues to be strong, backed by Robert's management, as well as his collaboration with other IDC tape analysts worldwide."

— David Reinsel, vice president, Storage and Semiconductor Research

and finally...

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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Joan Jolley *IDC*
Pat Phillips *IDG World Expo*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of ID is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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WWW.IDGCENTRAL.COM

New this week on IDG Central

Four new video interviews with presenters at the recent IDG Global Product Line Meetings have been posted on IDG Central.

To hear from CXO Media's **Abbie Lundburg**, IDG Netherlands' **Raimon Gort**, IDG Connect's **Frank Cutitta** and IDG Research Services' **Janet King**, go to http://www.idgcentral.com.

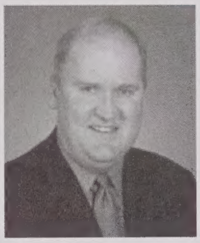
IDC launches Global Retail Insights

New group joins growing lineup of vertical-market-focused companies

IDC's family of vertical-market-focused Insights companies expanded to six this year with the addition of Global Retail Insights (GRI). Over the past five years, IDC has launched Insights companies dedicated to providing research and consulting services for IT decision makers and executives in the manufacturing, financial services, health industry, government and energy sectors.

Global Retail Insights' advisory services are oriented toward major functional components of the retail enterprise, including global supply chain, merchandising, demand intelligence and store/channel operations. The company provides strategic insight on next-generation retail technology as well as industry action specific to regions around the world.

The Global Retail Insights team is led by VP/Research **Scott Langdoc**, who joined the company in June. He was previously the CTO at Fujitsu Transaction Solutions and held several executive management roles leading AMR Research's retail industry practice. The staff also includes VP/Consulting **Michael Witty**, Director of Consulting **Ashley Gilliam** and EMEA Research Director **Ivano Ortis**. Langdoc works primarily in Northern California and travels monthly to Framingham, Mass., where the consulting team is based. Ortis is located at IDC Italy's office in Milan.



Langdoc

GRI will compete most directly with AMR Research, where Langdoc ran the practice for three years, as well as Gartner. Several smaller boutique firms, such as IHL Consulting and Retail Systems Research, that offer specific market data on elements of the retail industry, and some smaller consultancy firms, will compete with GRI's custom research and strategy advisory consulting practice.

The company produced its first webcast in September titled The Six Transformational Technologies in Global Retail. The hour-long webcast was designed primarily to give GRI a public branding event and highlight key IT activities among retailers that will become critical priorities in GRI's upcoming research agenda. The webcast had very high registra-

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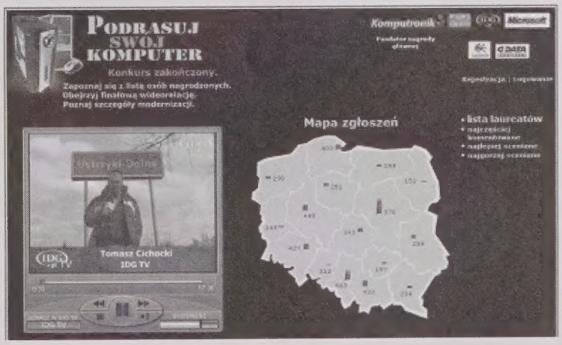
IDG Poland contest drives traffic, boosts Google ranking

By putting a techie twist on the popular MTV show "Pimp My Ride," IDG Poland has brought in significant numbers of visitors to its portal (http://www.idg.pl), further educated readers about the inner workings of PCs, made some money and boosted its Google ranking in the process.

While the television show focuses on fixing up old cars and customizing them for their owners, the "Pimp My Computer" contest has done the same for PCs. IDG Poland held two contests on IDG.pl in February and in June. Contestants represented a wide variety of ages and backgrounds, including an 8-year-old boy who required home schooling and a programmer who needed new equipment to work efficiently from home on complex applications. Participants had to post information that described why their computers were important to them and why they needed an upgrade, and they had to list their PC's specifications, such as type of processor and RAM capacity. The value of the upgrade and customization was a maximum of US$6,000.



Podrasuj swój komputer

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Zapoznaj się z listą osób nagrodzonych.
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Poznaj szczegóły modernizacji.

IDG Poland TV Journalist ***Tomasz Cichocki*** *reports from the road in one of several video segments aired during the contest.*

Visitors to IDG.pl then voted for the contestant they thought was most deserving of the upgrade. Visi-

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One on one: IDG News Service's Elizabeth Heichler *page 3*

U.S. HR groups adopt Web-based applicant tracking system *page 4*

New cartoon caption contest *page 8*

Inaugural ARN awards event in Sydney emphasizes a green theme

IAN SHARP

Ingram Micro's Guy Freeland (left) and ARN's ***Brian Corrigan*** *(right) present the Retailer of the Year award to Leading Edge Computers' Ross Whitelaw.*

Australian Reseller News (ARN) hosted the first awards event in its 16-year history on Sept. 26, drawing 450 representatives of the local channel market to a sold-out dinner in Sydney.

While rival CRN hosts an awards event that recognizes vendors and distributors, ARN's IT Industry Awards carved a new niche by including reseller awards on its program. A judging panel composed of 31 vendors, distributors and resellers named winners and finalists in 20 categories. Those included company awards such as hardware vendor of the year, software distributor of the year and integrator of the year as well as personal awards for sales, technical and customer service excellence. In keeping with the environmental theme for the evening, there were three "green" awards for vendor of the year, project of the year and crusader of the year. Three leading industry figures became the first to be inducted into the ARN Hall of Fame.

The guest speaker was Ian Kiernan, the founder of Clean Up Australia, a non-profit organization committed to preserving the environment. Guests and sponsors pledged US$20,000 to the group that night. Eight platinum and five gold sponsors supported the event.

ARN Publisher **Susan Searle,** who came up with the awards idea after being inspired by a presentation on awards programs at last year's Enterprise Product Line Meeting, suggested presenting the winners with bonsai trees instead of glass or plastic sculptures. According to ARN Editorial Director **Brian Corrigan**, the gesture was very well received by the attendees. "IT accounts for about two percent of global carbon emissions, which puts it on a par with the airline industry, so we really wanted to raise awareness through this event," he said.

More event photos are with this article on IDG Central.

IDG Australia recently went through an internal audit that assessed how the company can become more energy efficient and save money. See the presentation and related materials on IDG Central. Go to the Corporate Resources tab, then IDG Global Meetings, Enterprise Product Line Meetings October 2007 and **Samantha Saunders**' presentation on Oct. 10.

For more details go to http://www.arnnet.com.au/index.php/aid;51 or write to brian_corrigan@idg.com.au.

CW correspondent does triple duty at Texas IT conference

web 2 point 0 .tv

Computerworld National Correspondent ***Tom Hoffman*** *(l) was among a group of 20 IT executives interviewed for a Web 2.0 TV segment on the impact of Web 2.0 technologies on various industries.*

Computerworld National Correspondent **Tom Hoffman** recently did triple duty at Austin InnoTech, an IT conference in Austin, Texas, that drew approximately 2,400 CIOs, venture capitalists and other IT executives.

He first conducted a "fireside chat" interview with Sam Coursen, the CIO of Freescale Semiconductor. Coursen gave a 20-minute presentation about how his firm implemented a series of IT best practices, after which Hoffman questioned him on the challenges and opportunities the implementation entailed.

Hoffman was then interviewed, along with 20 IT executives, for a webcast on the organizations' latest rich media and Internet strategies for an online channel called Web 2.0 TV. "I was one of several interviewed regarding the impact that Web 2.0 technologies are having in industries such as energy, high tech and publishing," Hoffman said. "They also asked me about how employers are using these technologies for recruitment and retention of employees, since that's an area I cover closely for CW." To see his segment on Computerworld's Web 2.0 plans, go to http://www.web2point0.tv/video.php?id=31.

Prior to the 10th annual IT Executives of the Year Awards that evening, hosted by the Austin chapter of the Association of Information Technology Professionals, Hoffman provided a sneak peek at Computerworld's Annual Salary Survey results, which will be officially released in Computerworld's Nov. 12 issue. His presentation included a look at the types of IT skills that are commanding the largest — and smallest — year-to-year increases in compensation and some of the factors that are driving these trends.

The conference was organized by Prospera Events and sponsored by such companies as Google, Sun Microsystems and the Austin Technology Council. For more information go to http://www.innotechconference.com/austin/ or contact Tom Hoffman at tom_hoffman@computerworld.com.

the interview

one on one

Elizabeth Heichler

The editor-in-chief of the IDG News Service is this week's columnist. If you need a password for the News Service or have more questions about how you can use the material, write to elizabeth_heichler@idg.com.

"My hope is that as all the business units gain more experience in video, the News Service can play a role in facilitating sharing of this material just as we facilitate the sharing of articles."

Q What does the IDG News Service provide?

A Our mission is to be a cost-effective source of high-value editorial content that IDG Web sites and publications can use to attract visitors and readers. Most importantly, IDG publications can count on us for immediate coverage of major breaking news in the IT industry. In addition to stories, we also provide photos, videos, podcasts and slideshows. This material is increasingly important to IDG editors, and we have re-architected our old "Image Bank" as a "Media Bank" to make it easy to deliver this range of material to our users.

We run a 24-hour-a-day operation by taking advantage of the fact that we have staff in Asia, Europe and North America, so that from early morning in Tokyo on Monday until the end of the day Friday in San Francisco, we have editors and reporters working to be sure we are on top of the news. (Thanks to the dedication of our staff, we generally cover and post important news that breaks on the weekends as well.)

We provide around 115 original stories each week from our network of correspondents; we have staff in Tokyo, Taipei, Singapore, Beijing, Bangalore, Paris, London, Brussels, New York, Washington, D.C., Boston, Miami, Seattle and San Francisco. All of them are available to help IDG editors who need onsite reporting from those locations.

Besides the coverage from our correspondents, we carry content from IDG publications that send material to the wire. Sixty IDG publications from around the world have contributed stories to the wire this year. We publish about 500 stories on our wire each week.

Q What were the goals of the recent redesign of the News Service site?

A In redesigning our site at http://www.idgns.com, where editors can go to access all of our available content, we sought to simplify and streamline what had become an increasingly cluttered page. We have logically grouped our resources under drop-down menus that remain consistent wherever you are on the site, a vast improvement from the left-side 'laundry list' we used to provide. The overarching goal is to present editors with easy access to all the resources we provide. At the end of the day we are not a public news site, we are an editorial service center, and our design goals reflected that.

The new design also allows us to highlight our multimedia offerings more effectively. We now have our latest video accessible from the home page, as well as our daily news podcast and a gallery of photos recently added to the site. One more enhancement in this area that should be live by the end of the year is a view of slideshow material, groups of related images that are ideal for presentation as slideshows on a publication's Web site. Everyone has their own slideshow tool, of course, but we want to make it easy for editors to find a collection of images that already have captions appropriate for use in this medium.

Q You've recently hired a video producer. What do you plan to do in this area?

A We're very excited to be expanding our offerings to include more, and more predictably regular, video news material. We've made this move and related investments in response to requests from around IDG. Both editors and business-side executives have told us how important this kind of content is becoming online.

Our first video was posted in June 2006, and we now have nearly 700 pieces of video in the media bank. There are news reports by IDG News Service staff, a good number of how-to videos done by PC World U.S., as well as file footage for the convenience of video producers at the publications that need material for original pieces.

Now that we have an online video producer on staff (**Nick Barber** in Boston), we are ramping up to provide news video daily. Our news videos are short — we aim for one to three minutes in duration — and produced so that they can easily be dubbed into languages other than English. IDG Netherlands has some nice examples of IDG News Service videos presented in Dutch.

We have outfitted quite a few of our correspondents around the world with video equipment, with the result that we can get exclusive international footage of news events and hot new products — content that it will be very difficult or impossible for our competitors to replicate.

Q Multimedia content is expensive to produce. How will the News Service collaborate with IDG business units on this front?

A One of the most exciting opportunities for collaboration is at major trade shows. **Martyn Williams**, our man in Tokyo who was recently promoted to multimedia editor, has been responsible for building an informal community of multimedia edi-

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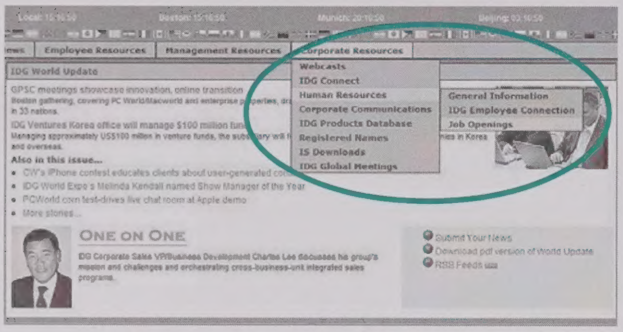
U.S. HR groups adopt Web-based applicant tracking system

In any given year, thousands of candidates — both internal and external — apply for positions with IDG Communications and IDG Corporate business units in the U.S. Until recently, the recruitment process had been a combination of paper and e-mail trails, neither of which were trackable or visible to the larger HR group. This prevented the sharing of good candidates amongst business units and often left candidates feeling confused about how to navigate IDG. All that changed, however, with last month's adoption of a Web-based online applicant tracking system called Candidate Manager.


Local: 15:16:50
Boston: 15:16:50
Munich: 20:16:50
Beijing: 03:16:50
Employee Resources
Management Resources
Corporate Resources
IDG World Update
Webcasts
IDG Connect
Human Resources
Corporate Communications
IDG Products Database
Registered Names
IS Downloads
IDG Global Meetings
General Information
IDG Employee Connection
Job Openings
GPSC meetings showcase innovation, online transition
IDG Ventures Korea office will manage $100 million fund
Also in this issue...
IDG World Expo's Melinda Kendall named Show Manager of the Year
PCWorld.com test-drives live chat room at Apple demo
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Employees can check out and apply for open positions at IDG's U.S. business units on IDG Central. Go to Corporate Resources/Human Resources/Job Openings.

"One of the best things about this new system is that it allows us to create a common database of applicants that all of our U.S. HR representatives have access to," said **Alana Dros**, director of IDG's Human Resources Services Division. "If someone applies for a job at one business unit for which they are not a perfect match, their resume remains in our searchable database where an HR representative from another business unit can see it and perhaps determine that the person is a great match for an open job at that business unit."

In addition, the system allows each candidate's file to be flagged with information alerting HR staff to where in the hiring process that person might be. "For instance we can note what date the person interviewed, add pertinent comments, indicate whether an offer has been made, if references are being checked or if the candidate has accepted the position," Dros said.

Since going live in late September, there are currently more than 400 registered applicants in the new database, Dros said.

The new online application form also has a place for candidates to indicate whether they were referred to the position by an IDG employee. "Employee referrals are one of our largest sources of new candidates," Dros said, "and this new online form ensures that we capture those referral names at the point a candidate applies." Many U.S. business units offer a referral bonus to employees who successfully refer candidates to the company. More information is available from your business unit HR representative. WU

> *"Employee referrals are one of our largest sources of new candidates, and this new online form ensures that we capture those referral names at the point a candidate applies."*
>
> *-- Alana Dros*

Global Retail Insights

continued from page 1

tion levels and attracted some 100 participants, including a wide number of retailers and has already resulted in a number of very active sales engagements with specialty vendors and retailer prospects.

In early October Langdoc completed a 12-day around-the-world visit to IDC regional offices and to India to help broaden the visibility of GRI and its global view of retail industry activities.

"The trip to India included both detailed reviews of retail-centric offshoring with an update on the rapid changes in the India retail market," Langdoc said. "A major outcome of the trip was our commitment to include deeper country-specific and regional metrics in the upcoming vertical research along with more detailed retail technology spending breakdowns."

GRI plans to publish the first issue of a bi-monthly newsletter this month that will highlight technology advancements benefiting retailers and the rapid changes and momentum in the industry vendor community. It will also highlight abstracts of deep research content available through GRI's seven major advisory products.

Write to slangdoc@globalretailinsights.com. WU

GRI: Finding a niche

According to Global Retail Insights (GRI) VP/Research **Scott Langdoc**, IDC's newest Insights group will distinguish itself against any market research competition in three ways:

1. Its global reach and ability to provide both quantitative industry metrics and market analysis on a country-specific, regional, and global basis using the existing IDC infrastructure and in-country resources. The ability to leverage IDC personnel in more than 90 countries to help validate global industry trends will also be very advantageous.

2. The ability to provide formalized consulting and custom research projects that blend market research data, deep strategic industry knowledge, and broad IT leadership experience into deliverables for both retailers and industry vendors.

3. Beyond data-driven research metrics, GRI will place heavy emphasis on providing information that will help retailers evaluate and justify investments in advanced technologies such as demand intelligence, self-service and cross-channel commerce. This will include ROI models and case studies to help IT and retail business executives develop and sell the business case for investment.

IDG

Current Jobs, Week of November 5, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computer World						
	Events	Business Development Specialist	Framingham	M. Scanlon	mary_scanlon@computerworld.com	508-628-490
	Events	Marketing Specialist	Framingham	M. Scanlon	mary_scanlon@computerworld.com	508-628-490
	Editorial	Sr. Editor, IT Channels	Framingham	M. Scanlon	mary_scanlon@computerworld.com	508-628-490
	Editorial	Features/Reviews Editor	Framingham	M. Scanlon	mary_scanlon@computerworld.com	508-628-490
CXO Media						
	Custum Publishing	Senior Editor	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Online	Lead Web Designer	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Online	Editorial Assistant	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	Sales	Sales Development Manager	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Sales	Relationship Manager	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
Financial Insights						
	Research	Associate Research Analyst, Financial Insights	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-409
Global Retail Insights						
	Research	Research Director, Merchandising and Demand Chain - Global Insights	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-409
	Research	Research Director, Retail Store, Channel and Consumer Strategies	Framingham, MA, Irvine CA	Susan Brown	sbrown@idc.com	508-935-409
	Sales	Sr. Acct Executive	Framingham	Leah Barton	lbarton@idc.com	508-935-433
Health Industry Insight						
	Sales	Sales Representative	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-433
IDC						
	Conferences	Conference Manager	Framingham, MA	Michelle Hockman	mhockman@idc.com	508.935.4133
	Consulting	Consulting Director, Financial Insights	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-409
	Consulting	Consulting Director, Telecom	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-409
	Consulting	Consulting Director, Services	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-409
	Consulting	Consulting Manager, Telecom	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-409
	Consulting	Consulting Manager, Software	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-409
	CS	Customer Service Representative	Toronto, Canada	Susan Brown	sbrown@idc.com	508-935-409
	Intern	Services Research Intern	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-426
	Marketing	Marketing Manager, New Business Initiatives	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-409
	Marketing	Product Marketing Specialist	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-426
	Research	Director, Investment Research - Technology/Media/Telecom (TMT)	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-409
	Research	Director, Market Intelligence Advisory Service	Framingham, MA	Michelle Hockman	mhockman@idc.com	508-935-413
	Research	Director, Sales Enablement Services	Framingham, MA	Michelle Hockman	mhockman@idc.com	508-935-413
	Research	Program Manager, PC Tracker	San Mateo, CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-426
	Research	Program Manager, WW Tracker Program	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-426
	Research	Research Analyst, Pricing Evaluation Service	Framingham, MA	Eleanor Storch	estorch@idc.com	508-935-464
	Research	Research Manager, Business Multiplay	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-426
	Research	Sr. Research Analyst, Business Voice Services	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-426
	Research	Sr. Research Analyst, Global BPO Services: Market Opportunities by Key Business Processes	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-426
	Research	Sr. Research Analyst, Software Support Services	Framingham, MA	Eleanor Storch	estorch@idc.com	508-935-464
	Research	Sr. Research Analyst, Storage	Toronto, Canada	Susan Brown	sbrown@idc.com	508-935-409
	Research	Sr. Research Analyst, Vertical Markets	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-409
	Sales	Sales Representative, Industry Major West Accounts	San Mateo, CA	Annmarie Allen	aallen@idc.cm	508-935-413
	Sales	Account Executive, Enterprise Sector East Accounts	Framingham, MA	Annmarie Allen	aallen@idc.cm	508-935-413
	Sales	Account Executive, Industry Major Accounts	Irvine, CA	Annmarie Allen	aallen@idc.cm	508-935-413
IDG Corporate Services Group						
	IS	Jr. Technology Analyst	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-787
	IS	Systems Administrator	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-787
IDG Entertainment						
	Sales	Sales Manager	San Francisco CA	http://careers.idg.com		
	Marketing	Marketing Manager	San Francisco CA	http://careers.idg.com		
	Online	Web Development Intern	San Francisco CA		jobs@gamepro.com	
	Business Developm	Audience Development Intern	San Francisco CA		jobs@gamepro.com	
IDG News Service						
	Edit	Europe Correspondent	Europe	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-781
Industry Insights						
	Sales	Sr. Account Executive	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-433
Infoworld						
	Sales	National Online Sales Leader	San Francisco	J. Lynch	julie_lynch@computerworld.com	508-820-816
	Editorial	Executive Editor	San Francisco	J. Lynch	julie_lynch@computerworld.com	508-820-816
	Editorial	Site Editor	San Francisco	J. Lynch	julie_lynch@computerworld.com	508-820-816
Manufacturing Insights						
	Research	Research Manager, Manufacturing Insights	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-409
	Sales	Sales Rep	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-433
Network World						
	Edit	Editor in Chief, Demo.com	San Francisco CA	Eric Cormier	careers@nww.com	508-490-645
	Events	Event Registrar & Customer Service Manager	Southborough	E. Cormier	careers@nww.com	508-490-645
	Sales	Account Manager, Demo.com	New York NY, San Francisc	Eric Cormier	careers@nww.com	508-490-645
PC World						
	Edit	Associate Editor	San Francisco CA	http://careers.idg.com		
	Edit	Senior Editor	San Francisco CA	http://careers.idg.com		
	Test Center	Test Center Coordinator	San Francisco CA	http://careers.idg.com		
	Advertising Operati	Senior Ad Trafficker	San Francisco CA	http://careers.idg.com		
WEC						
	Mktg	Marketing Specialist	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-416

Go to http://careers.idg.com to view all current job opportunities at IDG

Pimp My Computer

continued from page 1

tors could also post comments on the contestants' profile pages (to which contestants could respond), including their own suggestions of how the contestants could improve their computers. Those message boards, as well as quick polls and interactive maps of Poland that depicted where contestants were located helped build a sense of community and added "stickiness" to the site.

Contestants appealed to their friends, associates and relatives to go to IDG.pl and vote for their computers, and many of those solicitations took place online. According to IDG Poland Online Manager **Michal Kreczmar**, Web analytics tools showed that visitors were linking to the competition from a variety of other Web sites, including:

- Dating and social networking sites where contestants had profiles.
- Private blogs and discussion boards.
- Association, club and hobby sites where the contestant was active.

"One guy even developed his own ad banners and distributed them to affiliates' and friends' Web sites," Kreczmar said. "We received plenty of traffic from these kinds of 'home-grown promotions' from contestants."

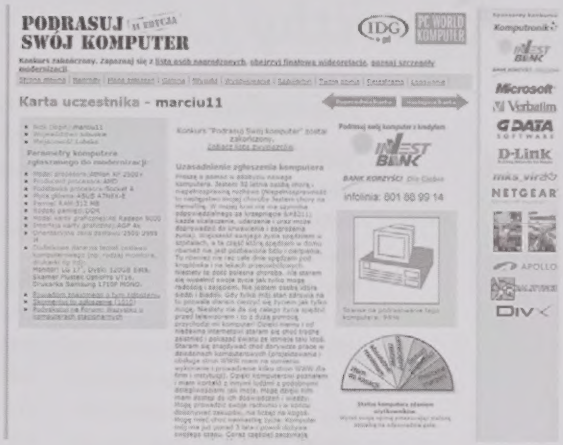
Users posted 7,500 computers for consideration in the June contest, 2,300 more than in February. (See sidebar.)

Both winners were men with physical handicaps who live in small towns about six hours from Warsaw. One is an active, multiplayer, online gamer, and the communities from the various online gaming forums he belongs to were key supporters. The other winner designs Web sites at home and relies on the Internet to pay bills, shop and lead an independent lifestyle while finding friends with common interests and experiences through online communities.

IDG Poland's Test Center provided detailed information and benchmarks (both in print and online) about the before and after specifications of the winner's new PC and peripherals as a way to help readers understand the modification process.

The IDG Poland team made sure that the narrative and visual elements that have made the MTV show such a hit were also a major part of Pimp My Computer. The staff created five videos for each contest, varying in length from 1.5 to 17 minutes long, that were posted on IDG.pl and which showed:

- A promotion for the contest.
- An interview with the contest winners (IDG Poland staff drove to the winners' houses to film the interviews).
- The process of the computer being improved and customized at the modding center, located in Poznan, about 300 km (186 miles) from Warsaw.
- The PC World Test Center staff testing the modified computer.
- The presentation and installation of the winner's enhanced computer.



PODRASUJ SWÓJ KOMPUTER

Karta uczestnika - marciu11

Konkurs "Podrasuj Swój komputer" został zakończony.

infolinia: 801 88 99 14

Each contestant's profile page featured a gauge (botton right) with an changeable indicator that showed what voters thought of the person's computer.

Several other short videos were created while the contest was ongoing to encourage people to submit their computers and vote.

Three of the videos rank among the top 10 of most-watch videos on IDG.pl, Kreczmar said. The most popular Pimp My Computer video has drawn 67,000 viewers.

After signing four sponsors for the first contest — the company that upgraded and customized the winner's computer and three other firms that had smaller sponsorship deals — IDG Poland realized a small profit. The industry buzz about the contest was significant, though, and 13 sponsors signed for the second contest, greatly increasing the profit margin. One of the major sponsors was a bank that invited contestants to apply online for credit.

Kreczmar noted that contestants have uploaded very specific names of computer components and peripherals to the IDG Poland database. "Now, if people are using keywords such as "82945g express chipset family" or "Compaq DVD-ROM sd-612b" to do a Google search, they are likely to land on the Pimp My Computer site because its page rank is so high for those words and phrases."

The IDG Poland staff is considering variations on the contest related to mobile devices, home offices and home entertainment centers.

Write to michal_kreczmar@idg.com.pl. WU

"Pimp My Computer" June contest stats

Unique visitors
180,000

Page views (June to October)
2.6 million

Visitors' average time on IDG.pl
11 minutes, 21 seconds

Computers entered
[illegible]500

Votes
137,356

Comments
331,190

More online

See this article on IDG Central to view a brief video trailer of the computer upgrade and delivery to one of the winners.

noteworthy people

Promotions

Kloss

IDG WORLD UPDATE

Macworld Marketing Specialist **Michelle Kloss** has been promoted to senior marketing specialist. "Since joining Macworld in May 2006, Michelle's done a terrific job working on both Macworld and PC World marketing projects," said **Sandy Wong**, PC World senior marketing director. "Some highlights include Macworld's presence at the 2007 Macworld Conference & Expo, working on the monthly Macworld HTML editorial updates to clients, creating numerous sell sheets, working closely with the art department and printer on Macworld's recent stationery redesign, a variety of design work, event planning and on-site management and more. Michelle's a true marketing professional who juggles many different responsibilities while working with numerous departments, vendors and clients. She's also great to work with and in her new role will take on additional marketing responsibilities for Macworld and PC World." *michelle_kloss@macworld.com*

New employees

Waqas Javed is IDC Australia's new Telecommunications senior market analyst. He was previously a technical lead with Wateen Telecom. He holds an M.A. in computer science from Pakistan's Punjab Institute of Computer Sciences, as well as an M.B.A. from the Preston Institute of Management Sciences & Technology in Karachi, Pakistan. He enjoys many types of sports, especially playing soccer. *wjaved@idc.com*

IDC New Zealand has hired **Wilton Wilton** as a market analyst with the IT Services group. He has experience in project management, policy analysis, marketing and social research, using both qualitative and quantitative research methods. He holds a B.S. in radio telecommunication and radio broadcasting engineering from the Odessa (Ukraine) Institute of Telecommunications, an M.B.A. from the University of Zimbabwe, a Ph.D. and a postgraduate certificate in business research methods from the U.K.'s University of Derby. *wwilton@idc.com*

Account Manager **Andreas Widjajanta** comes to IDC Indonesia's Jakarta office from the investment company P.T. Maxgain where he was a financial broker. He holds a B.A. in economics from Satya Wacana Christian University in Salatiga, Indonesia, and enjoys listening to music and reading in his free time. *awidjajanta@idc.com*

After working as an independent research contractor with the group, **Shawn Yip** joins IDC Singapore's Financial Insights Asia Pacific division. He holds an honors B.S. in business and management from the University of London (U.K.). Away from the office he enjoys motor sports, soccer and reading. *syip@idc.com*

Eyres

BILL RIGBY

Rachel Eyres is Computerworld's new business development specialist, coming from Name Media where she sold domain names in the international secondary market. She holds a General National Vocational Qualification Level 3 (equivalent to a B.A.) in business and finance from Wales' Pontypridd College. In her free time she enjoys kickboxing, dining out and socializing. She recently earned a real estate license, "something I wanted for my own personal knowledge." *rachel_eyres@computerworld.com*

Fu

IDG WORLD UPDATE

Lawrence Fu is CIO's new advertising sales associate in San Francisco. Most recently he was with Avenue A|Razorfish as a marketing intern. A graduate of the University of North Texas in Denton he holds a B.A. in business and marketing. In his free time he enjoys roadtrips, playing sports and rooting for the Dallas Cowboys and Mavericks professional football and basketball teams. *lfu@cxo.com*

Coming up

CIO Executive Seminar on eDiscovery
Nov. 14
New York Marriott East Side
New York City
http://www.cio.com

ComNet Vietnam
Nov. 20-21
Hanoi
Vietnam
http://www.idg.com.vn

IDG Communications Top Leadership Meeting
(formerly IDG U.S. Managers Meeting)
Nov. 27
Boston
Contact: nelva_riley@idg.com

Saas World 2007
Nov. 28-29
Tokyo Midtown Hall
Minato-ku, Tokyo
http://www.idg.co.jp/english

IDG U.S. Media Management Institute
Nov. 28-30
Boston
Contact:
laurie_butson@idg.com

Business Continuity Management
Nov. 30
Tokyo Midtown Hall
Minato-ku, Tokyo
http://www.idg.co.jp/english

For more upcoming IDG events, check out the events section on IDG Central.

Free passes available for Children's Museum, New England Aquarium and Boston Museum of Science

Museum of Science

As a corporate member of the Boston Children's Museum, the Museum of Science in Boston and the New England Aquarium, IDG has a limited number of exhibit hall passes for each venue that are available to employees on a first-come first-served basis.

The free admission for the Museum of Science is for regular exhibits only and does not include the Omni theater, planetarium, laser shows or special exhibits with separate admission.

Anyone from the Boston area or those planning to visit may contact the IDG World Update editors at world_update@idg.com. Please give us your name, business unit address and number of passes you would like to receive.

You many request up to four passes for each venue. Passes will be sent via interoffice mail and may take up to a week to arrive.

service nniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

40

Ted Bloom *IDG*

25

Miguel Angel Hermosell *IDG Spain*

21

Jose Luis Diaz *IDG Spain*
Sergio Saenz *IDG Spain*

20

Michelle Chase *IDG*

19

Jayne Enos *IDG*

18

Fukuda Yoshitomo *IDG Japan*

16

Jolanta Szot *IDG Poland*
Johan Egging *IDG Netherlands*
inne Huron *IT-News Info*
Hugo Shong *IDG Asia*

15

Gisle Orlund *IDG Norway*

14

Richard Heiman *IDC*

13

Chris Lindquist *CXO Media*

11

Annemarie Lootsma *IDG Netherlands*
Mario Morales *IDC*
Wolfgang Schlichting *IDC*
Pat Thibodeau *Computerworld*

10

Meridith Levinson *CXO Media*
Cynthia Reed *IDG*

9

Amanda Conroy *IDG Australia*
Marcel Roozeboom *IDG Netherlands*
Amy Kelley *IDC*
wn Cora *CXO Media*
vid Rosenbaum *CXO Media*

8

Eleanor Davis *IDG Global Solutions EMEA*
Martyn Williams *IDG News Service*
Janice Higgins *IDC*
TerryAnn Fitzgerald *Network World*
Annelise Fortier *IDG*
Linda Rosencrance *Computerworld*
Philip Michaels *Mac Publishing*
Sally Zahner *Mac Publishing*
Daniel Allen *PC World*

7

Mats Brandon *IDG Sweden*
Alexander Beck *IDG Germany*
Mary Jane Donnelly *IDC*
Danilo Loda *Nuov@Periodici Italia*
Hans-Christian Dirscherl *IDG Germany*
Ricardo Villate *IDC Argentina*
Angela Beaudoin *PC World*

6

Wade Grubbs *InfoWorld*

5

Bo Lykkegaard *IDG Denmark*
Carol Denison Spatarella *IDC*
Eugene Hnederson Jr. *IDC*
Jeanne Capachin *IDC*
Linda Breisch *IDC*
Patricia Henderson *IDC*
Roz Burke *CXO Media*
Don Botts *IDG Int'l Publishing Services*

4

Lisa Li *IDG China*
Anne Yao *IDG China*
Janet Ward *IDG*
Matthew Egan *PC Advisor*
Gary Clarke *IDC Austalia*
Laura Brisbee *IDC*
Jennifer Moberg *Network World*
Patrick Burke *IDG*

3

Moa Hansson *IDG Sweden*
Juana Gandia *IDG Spain*
Irida Xheneti *IDC*
William Roch *IDC*
Charles Harris *IDC*
Judy Kittredge *CXO Media*
Tom Pimental *CXO Media/CW*
Johanna Himes *CXO Media/CW*
Chheng Pradith *IDG Int'l Publishing Services*

2

Márton Virágh *IDG Hungary*
Yang Zhao *IDG China*
Tim Shepheard *IDC New Zealand*
Tanji Monori *IDG apan*
Christine Pratt *IDC*
Teresa Bozzelli *IDC*
Jim Malone *CXO Media*
Christopher Breen *Mac Publishing*

1

Gergely Lakatos *IDG Hungary*
Krisztián Faragó *IDG Hungary*
Bo Zhang *IDG China*
Randi Nystrøm *IDG Norway*
Simon Larsson *IDG Sweden*
Alex Vidal *IDC Peru*
Daniel Zegarra *IDC Peru*
Namratha Dharshan *IDC India*
Fina Piazza *IDC Benelux*
Miroslaw Szyper *IDG Poland*
Aromi Rajon *IT News Info*
Anthony Bebee *IDC*
Leila Sigler *IDC*
Deb Begreen *CXO Media*
Susan Hupp *CXO Media*
Esther Schindler *CXO Media*
Chris Barney *CXO Media*
Shawna McAlearney *CXO Media*
Michelle Stutsman *CXO Media*
Ray Anderson *CXO Media/CW*
Alida Roberts *IDG World Expo*
Linsy Reese *IDG World Expo*
Mariella Ley *IDG World Expo*
Maureen McNeil *IDG World Expo*
Melissa Messier *IDG World Expo*
Nanette Funsch *IDG World Expo*
Priscilla Phillips *IDG World Expo*
Suzanne Levecque *IDG World Expo*
Todd Melick *IDG Entertainment*
Shunsuke Miyoshi *IDC Japan*

Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

One on one

continued from page 3

tors at IDG and getting people together at big shows like CeBIT to explore the possibility of sharing footage. By coordinating what we all shoot at these events, and then sharing the results in a pool of footage, we can all save time and money. The forum on our Web site is actually devoted to this subject.

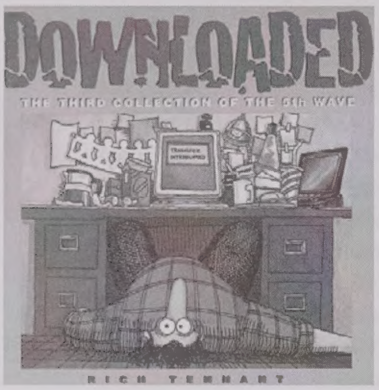
My hope is that as all the business units gain more experience in video, the News Service can play a role in facilitating sharing of this material just as we facilitate the sharing of articles.

PC World U.S., for one, has been generous with time and resources, placing its videos in the multimedia bank for the use of other publications. WU

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

off line for fun

It's that time again! Create a brief caption for the cartoon at right and send it to *IDG World Update* by Nov. 27.


DOWNLOADED
THE THIRD COLLECTION OF THE 5th WAVE
RICH TENNANT

The IDG employee with the most humorous submission will have a choice of receiving either an official "Off Line" t-shirt imprinted with an original Rich Tennant cartoon or a copy of Tennant's book of cartoons, *Downloaded*. The honorable mention winners will receive IDG sport safes.

Send your creations to world_update@idg.com or fax them to 617-423-0712.

Online jokes help boost page views

Computerworld Denmark ran a contest recently asking online readers to vote for their favorite IT joke out of 10 options. The contest helped the site reach a record number of page views in one day: 153,000. This joke was the winner:

A man in a hot air balloon realized he was lost. He spotted a woman below, reduced altitude and shouted: "I promised a friend I would meet him an hour ago, but I don't know where I am."

The woman below replied: "You are in a hot air balloon hovering approximately 30 feet above the ground. You are between 40 and 41 degrees north latitude and between 59 and 60 degrees west longitude."

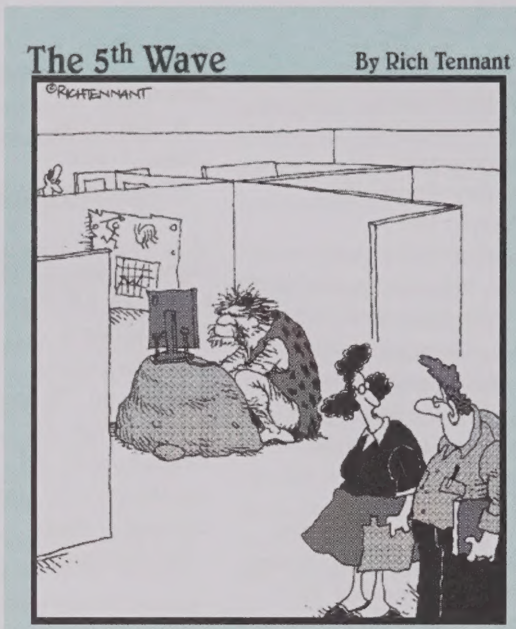
"You must be a technician," said the balloonist. "I am," replied the woman. "How did you know?"

"Well," answered the balloonist, "everything you told me is, technically correct, but I have no idea what to make of your information, and the fact is I am still lost. Frankly, you've not been much help so far."

The woman below responded: "You must be in management." "I am," replied the balloonist, "but how did you know?"

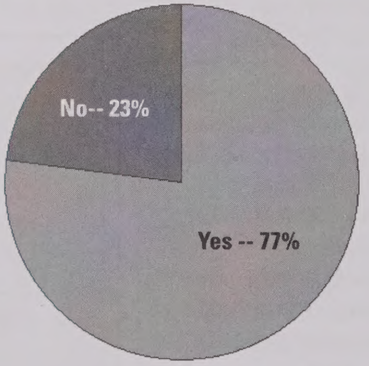
"Well," said the woman, "you don't know where you are or where you are going. You have risen to where you are due to a large quantity of hot air. You made a promise which you have no idea how to keep, and you expect people beneath you to solve your problems. The fact is you are in exactly the same position you were in before we met, but now, somehow, it's my fault."

Write to ***Jens Nielsen*** *at j.nielsen@idg.dk.*



Question of the Week for Oct. 29

Do you access a non-work e-mail account while at work?



Log on to www.idgcentral.com to vote on this week's question: **What do you think the condition of the natural environment in the world will be 10 years from now?**

IDG employees can receive IDG World Update as PDF file via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

and finally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

IDG World Update

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WWW.IDGCENTRAL.COM

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September publication profit margin report *page 2*

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IDG Netherlands' Carel Schrama finishes 36-hour race in Greece to aid charity *page 8*

DEMO Germany marks brand's debut in Europe

Twenty one technology firms were chosen to debut new products at the first DEMO Germany in Munich on Oct. 16. It was the first DEMO event to be held in Europe, following nearly 20 DEMOs in the U.S. and two in China.

Computerwoche and CIO Germany Publisher ***Michael Beilfuss*** *(left) congratulates a member of the team from the Israeli VoIP software company fring, which won the DEMOgod award for best presentation at the show.*

Michael Beilfuss, publisher of Computerwoche and CIO Germany, called it "a great success. We had excellent feedback from both attendees and demonstrators. We've entered this entirely new market space and set landmarks with both the unique concept of DEMO and its professional execution."

Following the established DEMO format, the 21 vendors from Europe, the Middle East and the U.S. were given just six minutes each to present their products and explain their value; no PowerPoint presentations were permitted. "[The format] works great!" Beilfuss said. The 21 were chosen from a pool of 70 entrants by an advisory board of 10 local industry experts, venture capitalists and senior IT managers chosen by IDG Germany. "We were looking for experts in the venture capital and tech-innovation communities to speed up the process of community building around DEMO Germany," Beilfuss said. "Our established brands like Computerwoche and CIO magazine are well connected in the German IT

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CIO hosts fifth conference in The Year Ahead series

San Diego-area fires the previous week prompt contingency planning

The theme of CXO Media's recent conference, CIO|08: The Year Ahead, focused on the forces of disruption — dramatic and rapid changes in an industry that break traditional business dynamics and models — and how CIOs and other executives can manage those disruptive influences successfully. Little did the staff know that the week before the event, disruption for them would come in the form of raging wildfires that engulfed the area near the conference site in Coronado, Calif.

The fifth annual Year Ahead event — formerly known as the CIO Perspectives series — was scheduled for Oct. 28-30, with 245 pre-registered attendees coming to the beachfront Hotel Del Coronado in Coronado. The fires began around Oct. 21, and by Oct. 23 media coverage of the devastation had peaked. Attendees began asking if they should change their plans, and the Executive Programs team went into all-out information-gathering and contingency-planning mode.

"The key piece we had to figure out first was the timing of when we should make a formal statement about the status of the event," said VP/Executive Program **Ellen Daly**. "Getting accurate information on the impact of the fires was very difficult, and the track of the fires was changing daily, even hourly.

continued on page 5

CIO Magazine Publisher Emeritus ***Gary Beach*** *and Editor-in-chief* ***Abbie Lundberg*** *(both far left) with 17 of the 20 CIO Hall of Fame inductees who were honored at CIO|08: The Year Ahead.*

in brief newsworthy

West Coast sales teams entertain clients at annual Halloween bash

***Jeremy Rueb**, director of program development, and **Melinda "Millie" Reilly**, director of business development, both with IDG Corporate Sales, get in the spirit at last month's client party in San Francisco.*

What started seven years ago as a Network World Halloween party for 50 clients has grown into a much-anticipated event amongst IDG agency and marketing clients in the San Francisco area and is now supported by NWW, CXO Media, Computerworld, InfoWorld, PC World and Macworld. This year, 350 people donned their mandatory costumes — prizes are awarded — and gathered at San Francisco's Broadway Studios for the event. "It's a way for us to say thank you to the advertising community for working with us at IDG, and usually within two weeks of the party, there is an incremental ad spend," said **Sean Weglage**, VP/associate publisher, Online, for Computerworld. Weglage helped organize the original event and continues to do so, although he has enlisted assistance from InfoWorld's **Teri Marsh**, who plays a key role in securing the venue each year.

IDG's Israeli licensee launches IT Web site modeled on Computerworld brand

*(L-R) The Marker CEO **Hadas Goldstein**, IDG International Publishing Services Vice President, Licensing and Operations **Jim Sullivan** and TheMarker.com Editor **Eytan Avriel**.*

After a month of beta testing, IDG Israeli licensee The Marker launched its IT-focused Web site (http://www.themarkerit.com) last month in Tel Aviv. It will be the Computerworld equivalent for the Israeli IT industry and is co-branded accordingly on the top of the home page. Targeting the region's IT managers, the site editors will have access to all of Computerworld's content as well as that of the IDG News Service (IDGNS), to which they will contribute news stories from the Israeli IT market.

The Marker has long been considered Israel's best business title. The publication is owned by the Haaratz Group, one of Israel's largest newspaper companies. The MarkerIT.com will use the CW and IDGNS content, as well as material from other sources such as Yahoo!

IDG International Publishing Services Vice President, Licensing and Operations **Jim Sullivan**, who attended the launch in Tel Aviv, said, "Everyone in the industry there is excited about the site. There has been a real dearth of coverage of the Israeli IT market, and vendors are pleased to have a legitimate news resource as well as some advertising choice in the IT field."

He added that there is currently no print component to the site. The Marker does continue to exist as a business magazine, but the print and online divisions remain completely separate for the time being.

Key staffers for the site include The Marker CEO **Hadas Goldstein**, CFO **Dubi Eyal**, Sales Manager **Ariel Mendelovich**, Editor **Eytan Avriel and** Journalist **Raphael Fogel**.

For more information contact Avriel at eytan.avriel@themarker.com.

September profit margin report

Each month, IDG World Update publishes the names of the publications with the highest profit margins in seven of IDG's global product lines. For a full list of the wholly owned publications in descending order of profit margin for the month, see this feature on IDG Central at http://www.idgcentral.com.

CW/IW publications
1. Computerworld Czech
2. Computerworld Danmark
3. Computer Sweden
4. Australian Computerworld
5. Computerworld U.S.

PC World publications
1. PC World Norge (Norway)
2. PC Tipp (Switzerland)
3. PC for Alla (Sweden)
4. PC World Ekstra (Norway)
5. PC World China

Macworld publications
1. Macworld U.K.
2. Macworld Espana (Spain)
3. Macworld U.S.
4. Macwelt (Germany)
5. MacWorld (Sweden)

Networking publications
1. Natverk & Kommunikation (Sweden)
2. Networld (Poland)
3. China Telecom
4. China Network World
5. Comunicaciones World (Spain)

Reseller publications
1. Norway IT-Bransjen
2. Australian Reseller News
3. China Computer Partner World
4. Computer Partner (Germany)
5. Dealer World (Spain)

Games publications
1. GameStar Germany)
2. GamePro (Germany)
3. GameStar (Hungary)
4. GamePro (U.S.)

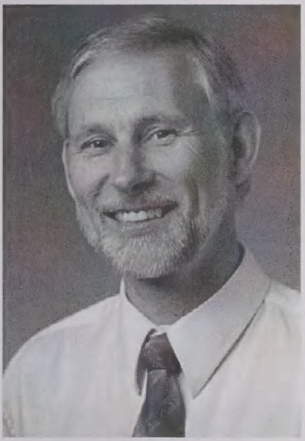
CIO publications
1. China CEOCIO
2. CIO U.S.
3. CIO Japan
4. CIO Australia
5. CIO Poland

the interview

one on one

Andrew White

The president & COO of IT World Canada is this week's columnist. Reach him at awhite@itworldcanada.com.



> *"A very big decision we made early on was to centralize all data activity in one department. It would have been easy to allow print, events and online departments to manage their own databases, but instead, publication subscription, audience management for events, e-newsletters, list rental and lead-generation activity is managed by one central team."*

***Q* IT World Canada recently purchased a group of competitive IT titles from Transcontinental. How would you describe Transcontinental?**

A Transcontinental is Canada's largest publisher of consumer magazines and the country's second largest publisher of local and regional newspapers. They have 43 titles, annual revenue of over $500 million ($US538 million) and about 2,800 employees.

We purchased the IT Business Group, a subdivision that, along with a technology Web site, published Computing Canada, Communications and Networking, Edge (an executive magazine), Direction Informatique and Computer Dealer News. We merged the first three into our current product line of Computerworld, Network World and CIO and expanded our portfolio with the addition of Direction Informatique, (this country's only IT publication for French-speaking Canadians), and Computer Dealer News — the country's leading reseller product.

***Q* How does this acquisition alter IT World Canada's position in the local market?**

A The market had been pretty evenly split between our two companies. Now we find ourselves with no real direct competition in print. Our attention is turning to where we might be competing against daily newspapers, consumer magazines and, of course, online products.

***Q* What adjustments have you made to make employees who formerly worked for a competitor feel welcome and adjust to the IT World Canada culture?**

A Twenty-one IT Business employees joined us out of a possible twenty-seven. We went through a lot of effort to ensure the transition was as smooth as possible. We believed that extra effort up front would make a big difference in how the two cultures came together and help avoid problems later on. As an example, upon making the announcement we presented each of the former IT Business employees with a comprehensive package that included such items as: a welcome letter, employment offer details, benefits booklet, Employee Assistance Program information, a copy of the press release, a map of the local area, a gift certificate to a nearby mall and program/benefits highlights. We also took the opportunity to reconfigure the entire office seating layout.

We wanted everyone to feel as welcome as possible, and this material gave an insight into our culture and what they could expect here at IT World Canada.

We took time to learn about how they had operated and made a conscious effort to incorporate any of their best practices that made sense. We also held a welcome party to help everyone mix and meet.

***Q* Can you talk in general terms about your online strategy?**

A Our attention is currently focused on a full rebuild of our back-end systems. Through a variety of circumstances we found ourselves with multiple Web sites (ITWorldCanada.com, ITBusiness.ca, PCWorld.ca and Intergovworld.com), each with their own CMS and technology platforms. We are working to standardize across all sites as well as position ourselves for the next wave of online requirements. Run-of-site advertising is relatively easy to sell right now, but we need to be ready as advertisers become more demanding and innovative.

This kind of back-end development can be very costly and time-consuming. We have been searching out best practices and success stories from other IDG business units with the hope of finding ways to reduce the costs and implementation time, while ending up with leading-edge online properties. It's a little early to report yet, but we are optimistic we can achieve these goals.

***Q* Is the situation in Canada similar to that in the U.S. with more and more resources being focused online and print becoming more of a scaled-down, ancillary, feature- and analysis-focused product?**

A We have certainly made (and are still making) dramatic changes to our business model. The starting point has been in how we allocate costs. It meant looking carefully at who was paying for what. In the past, both events and online had been, to a certain extent, riding on the back of the publishing groups. It's impossible to make good business decisions unless costs are allocated accurately.

Regardless of the high growth in online business, our print products still currently account for 50% of our revenue. Once we had reallocated costs and resources to reflect today's business reality, we found our print products were still producing a solid bottom line.

Editorial emphasis is certainly online first, while

continued on page 7

DEMO Germany

continued from page 1

community but don't have a strong stake in the investor area. A successful DEMO requires strong support from both areas, so the advisory board members helped us out on the investor end."

Product selection criteria followed standard DEMO protocol:

- DEMO must mark the product's public debut.
- It must make a significant contribution to the state of the art in its target market.
- It should change the dynamics of that market.
- It is backed by a management team capable of delivering the product to market.

Since DEMO began in the U.S. in the early '90s, the conference has seen the debut of Web portals, online auction sites and speech-recognition software. Among the products and services shown at previous DEMOs were Sun Microsystems' Java 1.0, the Palm Pilot personal digital assistant, the TiVo digital television recorder and Salesforce.com.

Mobile and search technologies and Web 2.0 products drew particular interest at DEMO Germany. "The few enterprise solutions we had on stage gathered a lot of attention as well, particularly from investors," Beilfuss said, adding that members of the media were "more attracted by the cool Web 2.0 stuff." (For a complete list of DEMO Germany presenters and videos of their presentations go to http://www.idgevents.de/demo-germany/launch/demonstrator.html.)

There were no on-stage panel discussions at the event. Beilfuss said organizers wanted to keep the agenda strictly focused on the vendors' presentation. A 15-minute opening keynote speech was given by Oliver Samwer, widely known in Germany for his entrepreneurial track record, having founded the largest German auction Web site and a successful ringtone portal site.

GERMANY
DEM

Noted German entrepreneur Oliver Samwer gave the keynote address at the inaugural DEMO Germany.

DEMO GERMANY
THE LAUNCHPAD FOR EMERGING TECHNOLOGY

DEMO Germany Executive Producer and CEO of the consulting firm the Magni Group Karsten Ludolph welcomes attendees to the day-long event.

Karsten Ludolph and Stefan Herbert, CEO and VP, business development, respectively, of the consulting firm the Magni Group, were the executive producers of DEMO Germany. "We chose them due to their long and impressive track records in the entrepreneurial community and their great networking among all the relevant target groups for the DEMO brand in Germany and across EMEA," Beilfuss said. "They significantly accelerated the launch of the event in Germany."

Nearly 300 people attended the day-long event, primarily investors, venture capitalists, agency representatives, consultants and members of the media.

IDG Germany Director of Events **Gerhard Holzwart** and his team began organizing the inaugural DEMO Germany — "a major undertaking," Beilfuss said — in January. They worked extensively with Network World U.S.'s events group, which puts together the DEMO shows in the United States. "They shared a great deal of valuable knowledge, as well as marketing and sales support on how to position the DEMO brand and how to execute the event in a very professional way," Beilfuss said.

The events group's hard work paid off, Beilfuss noted, with "great performances by the demonstrators on stage, a highly involved audience eager to not only see the presentations but team up with the demonstrators in the exhibitors' pavilion and a great after-show party with nearly 800 attendees in Munich's most fashionable club."

The next DEMO Germany is scheduled to be held Oct. 14-15, 2008, in Munich. For details go to http://www.idgevents.de/demo-germany/index.html or contact Gerhard Holzwart at holzwart@demogermany.de.

New event tips

Michael Beilfuss, publisher of Computerwoche and CIO Germany, provided these tips on launching a new event the size of DEMO Germany.

- Gather market knowledge and best practices very early in the planning process. Know who your competitors are, what they offer and at what price.

- Engage the blogosphere as early as possible. As we found out, this is a completely different area than traditional public relations. There are many powerful bloggers; make them your friends and supporters.

- Other than the investors, media members and analysts are the key targets for the demonstrators. Don't forget to set up a perfect working environment for the media.

- Don't underestimate the technical complexity of the event execution.

- Don't forget fun. DEMO attracts a young, vital and enthusiastic community. They want to celebrate after having 'survived' their six minutes on stage.

IDG

Current Jobs, Week of November 12, 2007

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Go to http://careers.idg.com to view all current job opportunities at IDG

CIO

continued from page 1

Tuesday was especially bad, but the weather reports said conditions would be improving soon, so we decided to wait until Thursday to make a statement."

CIO Regional Sales Manager ***Kevin Ebmeyer****, Publisher* ***Bob Melk*** *and Executive Programs Vice President* ***Ellen Daly*** *were among the CIO staff at the last month's conference.*

As attendees' queries came in via phone, e-mail and through the CIO Executive Council, CIO staff passed along a consistent message saying that the team was following the situation closely and would be in touch if anything changed. Daly spent two days glued to the phone and the Internet, finding the most reliable information through the California Governor's office, San Diego TV stations, the local convention bureau and aviation bureau and a site that monitored air quality levels.

CXO Media plans to donate a portion of the proceeds from the conference to the Red Cross.

The staff also ran through numerous scenarios of what would happen if they had to cancel with the hotel and sponsors, and what to do if Coronado Island was unaffected but people had concerns that they couldn't get to — or get off — the island. They reviewed all the planned activities and came up with contingencies that would still enable attendees to have a good experience even if they couldn't hold all or part of a prescheduled activity.

"We also had to think of the PR implications of having an event during what was a tragic time for so many area residents," Daly said. "However, as long as conditions were safe, the Governor's office preferred that companies like ours continued with their planned events, as that was one way to support the community, since revenues were being lost is so many other ways."

By Thursday, with the fires having come 15 to 20 miles away from the resort, the staff sent an e-mail to all attendees and posted a notice on CIO.com saying that the event was still on. But the worries weren't entirely over. CIO staff was unable to connect on Friday with the staff at the golf course it had reserved — the clubhouse had been closed as the area had to evacuated earlier in the week — but communication was restored that weekend.

When the conference began on Oct. 28, 152 attendees were on site — along with 100 Red Cross workers still housed at the hotel. Considering the circumstances, Daly and her team were pleased with the turnout. "We had a couple of national sponsors and a sales guest who had been told by their companies that they weren't allowed to fly into the area," she said. Some other companies had the same mandate earlier but had lifted the ban. Several other sponsors and attendees who lived in the area told Daly that they were still committed to being at the event even though they hadn't been able to get into their homes or had to deal with smoke and ash damage.

Just a week before the fires, IDC had concluded its major customer meeting in nearby Carlsbad, Calif., and IDG World Expo held the inaugural EForAll event in Los Angeles. "There was some good IDG karma going on for us all not to have scheduled our events the week of Oct. 22!" Daly said.

Write to edaly@cxo.com.

Hall of Fame ceremony honors industry achievers

After the worries about the San Diego fires had dissipated, the CIO Executive Programs team produced a successful CIO 08|The Year Ahead conference. The annual event provides an opportunity for C-level executives to take a look at changes pending 12 to 18 months ahead in such areas as new technologies, outsourcing and workplace initiatives. The agenda includes keynote speakers, executive roundtables, panel discussions and numerous opportunities for CIOs to relax, talk with each other and exchange ideas.

One of the highlights was the CIO Hall of Fame dinner and recognition ceremony. The first CIO Hall of Fame ceremony was held in 1997 — CIO's 10th anniversary — with 12 industry luminaries who had advanced and changed the IT sector community. In honor of CIO's 20th anniversary this year, 20 notable figures were chosen by the CIO editorial team to be included in the Hall of Fame. Seventeen of the 20 inductees were at the event. All received a hand-blown glass award and a certificate, and their profiles were included in a special supplement of the October issue of CIO.

"Promoting the event as a way to mix and mingle with the inductees was a centerpiece of our marketing program this year," said Executive Programs Director/Event Marketing **Mary Conroy**. Several of them served as speakers or panelists, including American Airlines SVP and CIO Monte Ford and Capital One Executive VP and CIO Gregor Bailar. One of the original Hall of Famers, Max Hopper, an early pioneer of IT-inspired competitive advantage who had been CIO of American Airlines and chairman of the Sabre Group, was the featured speaker at the awards dinner.

For a complete list of CIO Hall of Fame inductees, go to http://www.cio.com/article/141000/The_CIO_Hall_of_Fame_IT_Leaders_of_Accomplishment.

noteworthy people

Promotions

IDG WORLD UPDATE

Shah

IDG News Service Copy Editor **Agam Shah** has been promoted to U.S. Correspondent for the PC and chip beat. "Agam's sharp eye for detail, which has made him a stalwart News Service copy editor since 2002, and his experience as author of the "Digital Gear" column run by PC World and other publications, will serve him well as a reporter," said **Marc Ferranti**, IDG News Service executive news editor. *agam_shah@idg.com*

New employees

Ha Mi Na is IDC Malaysia's new consultant. She was previously assistant project coordinator with ERS, managing call center projects and team members for the Korean and Malaysian market. She holds a degree in economics and management from the London School of Economics and Political Science. In her free time, she enjoys reading autobiographies, listening to music and watching performance art. *mha@idc.com*

IDC Malaysia has hired **Rafizah Rahman** as sales manager. She has seven years of sales and marketing experience, most recently with ZTE where her primary responsibility was the Telekom Malaysia account. She earned a B.A. in mechnical engineering from the University of Arizona/Tucson and enjoys reading, travel and spending time with her two children, ages 7 and 8. *rrahman@idc.com*

Enterprise Software Regional Account Manager **Jason Boon** comes to IDC Singapore from SAS where he worked as a solutions sales manager handling financial intelligence sales. He holds a B.S. in engineering from Nanyang Technological University in Singapore and an M.A. in business information technology from Curtin University of Technology in Perth, Western Australia. *jboon@idc.com*

Nina Carrara joins IDG World Expo as brand director for the Macworld Conference & Expo and GreenXchange events. She was previously director of client services at the marketing agency George P. Johnson and responsible for IDG's event marketing strategies. A graduate of the University of Massachusetts/Amherst, she holds a B.S. in business administration and enjoys reading, following the New England Patriots football team and "the guilty pleasure of some reality TV shows." *nina_carrara@idg.com*

Also new at IDG World Expo is LinuxWorld and Next Generation Data Center Product Director **Eric Lesonsky**. He was previously with Gartner as senior global director, Vision Events, managing U.S. and European teams producing commercial IT channel events. He holds a B.S. in business administration with a concentration in accounting from Chapman University in Orange, Calif. Outside the office he is an avid sports fan and enjoys "fishing and all things techie." *eric_lesonsky@idg.com*

PETER SHORT

Freeman

IDG Framingham has hired **Rebecca Freeman** as education coordinator; she was previously staffing and recruiting coordinator with United Personnel Services in Hartford, Conn. She earned a B.S. in human services from the University of Connecticut and an M.B.A. in human resources (pending) from the online Walden University. In her free time she enjoys hiking, camping and travel. *rfreeman@idc.com*

Banks

Accounts Executive **Elisabeth Banks** comes to IDG Global Solutions U.K. from Foxtons, where she worked as a sales negotiator, responsible for selling properties, building and maintaining relationships with clients and liasing with solicitors and vendor management. She holds a B.S. in classical studies from the University of Exeter where she was president of the Classics Society. In her free time she enjoys horseriding, dancing and music. *elisabeth_banks@idg.com*

Britta Svensson is IDG Sweden's business manager for it24 and IT.Branschen. She was previously with GNT Sweden as product manager. Britta holds a B.S. in media technology from Umeå University in Umeå, Sweden, and enjoys travel, scuba diving, fashion and interior design. *britta.svensson@idg.se*

Ron Bates joins IDG World Expo as sales manager for the E For All and E3 Media and Business Summit trade shows. He was previously national sales manager for Nielsen Media Research. A graduate of the University of Virginia, he holds a B.S. in business as well as an M.A. in sports management from the U.S. Sports Academy in Mobile, Ala. The father of three children, he spends much of his free time coaching basketball and baseball. *ronald_bates@idg.com*

Returning employees

Altria

After an absence of two years **Joe Altria** returns to IDG Global Solutions U.K. as marketing and research assistant; he was previously IGS' media services executive and worked as a graphic designer in the interim. He holds a B.A. in visual communication from University College for the Creative Arts in Farnham, Surrey, U.K. and enjoys running, the gym, creating detailed illustrations and socializing with friends. *joe_altria@idg.com*

PETER

Hanover

Judy Hanover returns to IDC Framingham's Health Industry Insights as research manager. She was previously an analyst with the group and left in 2005 to work at Phase Forward as a senior product marketing manager. ("It's great to be back," she said.) She holds a B.A. in chemistry from Harvard College in Cambridge, Mass., and an M.B.A. and an M.S. in information systems from Boston University. She enjoys sailing, scuba diving, yoga and reading in her spare time. *jhanover@idc.com*

Kathy Moran is "returning to her roots" at IDG World Expo as conference manager. She was previously event operations manager with Universal Event Management. She holds a B.A. in education and psychology from Elms College in Chicopee, Mass., and an M.A. in education from Springfield (Mass.) College and enjoys the gym, yoga, wine, reading and "watching the Red Sox and Patriots win." *kathy_moran@idg.com*

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

22

Fernando Rodriguez *IDG Spain*

19

Donna Fraser *IT World Canada*

18

Sandy Wong *PC World*

16

Irene Ford *IDC U.K.*

15

Dawn Kezar *InfoWorld*
Grazyna Skibniewska *IDG Poland*

14

Marc Ferranti *IDG News Service*
Adam Gaffin *Network World*

13

n Milton *Computerworld*
eana Dowling-Guyer *IDC*
Silvia Cardinale *Nuov@Periodici Italia*

12

Fay Harward *IDG U.K.*

11

Denny Arar *PC World*

10

Jim Barrett *Computerworld*
Johanna Ambrosio *Computerworld*
Sandra Andersson *IDG Sweden*

9

Kevin Railsback *InfoWorld*
Tom Spring *PC World*
Jason Meserve *Network World*
Bonnie Presti *IDC*
Kimberly Muri *IDC*

8

Thomas Richard *IDC*

7

Shane Hannam *IDG U.K.*
cas Mearian *Computerworld*
David Shiang *IDC*
Julie Cornell *IDC*
Sander van de Graaf *IDG Netherlands*
Danielle Williams *IDC Nordic/Denmark*

6

Matt Marshall *IDC U.K.*

5

Fung-Yee Tang *IDC U.K.*

4

Teresina Cardamone *IDG Communications*
Rona Shuchat *IDC*
Annmarie Allen *IDC*
Zoya Zvagin *IDC*
Eugene Wee *IDC Singapore*
Karsten Fogh Ho-Lang *IDC Nordic/Denmark*
Matthew Egan *IDG U.K.*

3

Kenichi Kusano *IDC Japan*

2

Amy McLellan *Computerworld*
Jennifer Ma *PC World*
Joseph Pucciarelli *IDC*
Timothy Mahan *IDC*
Paul Crew *IDC U.K.*
Dave Jansen *IDG Australia*
Mariann Funtanilla *IDG Australia*
Sharee Odedra *IDG U.K.*

1

Yuliya Jelicic *IDG Germany*
David Rudden *IDG Entertainment*
Bryan Rusciano *IDG World Expo*
Bill Brydon *IT World Canada*
Malgorzata Glowinkowska *IDG Poland*
Alex Chau *IDC Hong Kong*
Sang-Yeon Elvis Choi *IDC Korea*
Telanches Sun *IDC New Zealand*
Stephanie Low *IDC Singapore*
Thuy Vo *IDC Vietnam*
Patrick Liao *IDC Taiwan*
Ingemar Jansson *IDG Sweden*
Gemma Matthews *IDG U.K.*

Any business unit may send information to *IDG World Update* at world_update@idg.com.

One on one

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print for the most part draws content from the online products. However, we find it is still important to have a few individuals focused on ensuring the publications retain their own personality.

Q How has the fast growth in online affected the operation of the company, and looking back is there one thing you can point at that you feel could have made a difference to your success or failure?

A There's no doubt that online had added a lot of turmoil to the business. As the online operation began to grow, it was evident that collecting and analyzing reader data was going to be crucial. A very big decision we made early on was to centralize all data activity in one department. It would have been easy to allow print, events and online departments to manage their own databases, but instead, publication subscription, audience management for events, e-newsletters, list rental and lead-generation activity are managed by one central team. The manager of this group is responsible for ensuring we adhere to the stringent privacy laws, as well as making sure we don't overuse the database. Looking back there's no doubt this was a very good strategic decision. WU

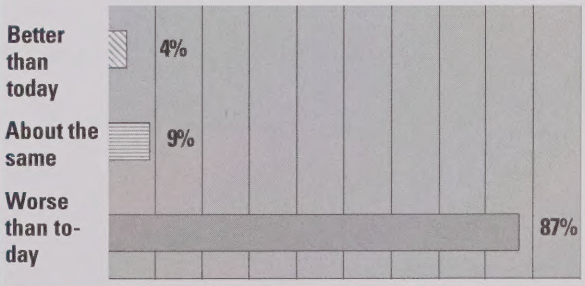
Video interviews on IDG Central

Fourteen video interviews with presenters at the recent IDG Global Product Line Meetings have been posted on IDG Central over the last several weeks. The two most recent feature IDG Global Solutions' **Lisa Glover** and Computerworld's **Mitch Betts**.

Go to http://www.idgcentral.com to see IDG Australia's **Don** and **Linda Kennedy**, who hosted the Enterprise Product Line Meeting in Boston, interview a subset of speakers from the meeting, including IDG Communications' CEO **Bob Carrigan**, **Colin Crawford** and **Matt Yorke**; InfoWorld's **Paul Calento**, IDC's **Karsten Weide** and **Randy Giusto**, CXO Media's **Abbie Lundburg**, IDG Netherlands' **Raimon Gort**, IDG Connect's **Frank Cutitta,** IDG Research Services' **Janet King** and agency representative Isabelle Kane.

Question of the Week for Nov. 5

What do you think the condition of the natural world will be 10 years from now?



Log on to http://www.idgcentral.com to vote on this week's question: **How many songs do you have on your MP3 player?**

Dutch employee's ultra race aids Colombian children

IDG Netherlands Financial Controller **Carel Schrama** has a long track record of competing in marathons and ultra runs, which he undertakes to raise money for a small Dutch foundation that assists disabled children in developing countries. On Sept. 28, Schrama embarked on the most challenging race of his career, the Spartathlon, a 246-kilometer (153 mile) course from Athens to Sparta.

The Spartathlon has a time limit of 36 hours, supposedly the time the Greek messenger Phidippides needed 2,500 years ago when he was sent to ask the Spartan soldiers for help in order to stop the Persian invasion at Marathon. The course passes through several mountain ranges, and the highest peak at 1,100 meters (3,609 feet) is traversed at night. Temperatures on the course can range from 35°Celsius (95°F) during the day to 6°C (43°F) at night. Due to the extreme conditions, only one-third of the competitors finish the race each year.

Schrama had collected individual and private donations — including pledges from IDG Netherlands and IDG U.S. — totaling 23,850 euros (US$34,980), and a division of the Dutch Department of Foreign Affairs pledged to double that contribution, which was intended for a project to assist children in Colombia. However, the entire donation was contingent on his finishing the race within the time limit.

Up until this event, the longest distance Schrama had run was a 120 km (75 miles) race earlier this year, though he had completed 27 marathons and 15 previous ultra runs. He said one of the main challenges he faces during ultra races is getting enough nutrition, because after a couple of hours he can't tolerate solid food. He relies on an occasional yogurt, energy drinks, Coca-Cola and a low-energy running style (Chi running) to sustain him through those races. In Greece, 35 hours and 47 minutes after he started in Athens — just 12 minutes left before the cut-off time — Schrama touched the feet of the statue of King Leonides in Sparta. "It was a dream come true," Schrama said, adding that this is likely to remain his longest event ever, "at least that was what I promised myself during the run."

One hundred twenty-five of the 350 runners finished the race this year; three of them were Dutch. Schrama became one of only 18 Dutch runners to ever finish the race in its 25-year history.

Schrama said he is tremendously grateful to everyone who supported him before, during and after the race, especially IDG Netherlands Managing Director **Raimon Gort** and Assistant Director **Rob Koghee** who traveled to Greece to serve as his support team.

"They didn't sleep for two days and a night, gave me food, drinks and pep talks, and relayed time information at each check point," Schrama said. "Their support and the contributions of everyone who contributed money made it possible for me to run and finish this crazy race, and donate an enormous amount to the Liliane Fund."

Write to cschrama@idg.nl. The Liliane Fund's Web site is http://www.lilianefonds.nl. To see video clips from Schrama's run, go to http://nl.youtube.com/watch?v=LDqxmdlcOZo.

***Carel Schrama** receives his medal and crown at the finish line from one of the race officials.*

Schrama leads one of his fellow racers on the course.

and finally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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IDG launches multimedia training series in U.S. *page 4*

Meet your colleague: IDG Entertainment's George Jones *page 8*

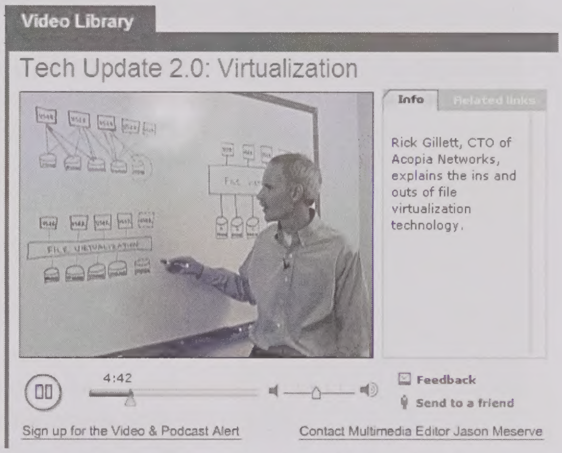
New on IDG Central

Go to IDG intranet, IDG Central, (http://www.idgcentral.com) for a link to IDG Chairman **Pat McGovern**'s interview with Business Week Online regarding the opening of IDG Ventures Korea.

NetworkWorld.com rolls out whiteboard video series

Network World has created a video product to add to its array of online multimedia options. The series, Tech Update 2.0, debuted in September and features an outside expert explaining a technology topic while drawing on a whiteboard for five to 10 minutes, much the way a professor would explain a concept in a classroom.

Multimedia Editor **Jason Meserve** said he believes NWW is the first IDG business unit to introduce the concept (Computerworld has a series pending; see sidebar p. 5), which Ziff-Davis has used on ZDnet.com and some of its sister sites. The first installment came to life when Acopia Networks wanted to include some content about intelligent file virtualization in a supplement Network World was preparing, but there was no room in print at the time. Signature Series Editor **Beth Schultz** thought a whiteboard video of the concept would be a good online companion to the print copy.



Tech Update 2.0: Virtualization

Rick Gillett, CTO of Acopia Networks, explains the ins and outs of file virtualization technology.

Three Tech Update videos, each about five to ten minutes long, have been filmed since September.

Meserve and Online Programming Director **Keith Shaw** went to Acopia's Lowell, Mass., office to film the company's CTO using a wide-angle camera on

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InfoWorld turns to podcasting to educate sales team

While many podcasts are aimed at a site's external audience, InfoWorld has launched a podcast series for its internal sales team. Launched last month as InfoWorld Insights, the nine podcasts walk the sales team through new InfoWorld product offerings and research presentations, including such topics as service-oriented architecture (SOA); virtualization; unified InfoWorld communications, positioning and multimedia programs; and frequently asked questions. They are designed to be companions or tools for sales presentations.

IDG WORLD UPDATE

*InfoWorld Marketing Director **Kaila Bongiovanni** and Senior Vice President, Strategic Development **Paul Calento.** Bongiovanni will be hosting several upcoming InfoWorld Insights podcasts focusing on new go-to-market programs for the brand.*

The podcasts have been driven by three departments at InfoWorld — Strategic Development, Marketing and Sales. "During the transition from a print-centric to online and events business, one message has been clear from the InfoWorld team in the employee surveys and town halls, and that's the need for communication," said **Paul Calento**, InfoWorld senior vice president, Strategic Development. "We have a lot of great research, sales programs, and, most importantly, defined and successful business strategies that need to be continually communicated. The podcasts serve to update the sales people on new programs that they can sell."

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IDG World Expo to launch new conference next month

Tapping into growing concerns about environmental sustainability, IDG World Expo, in conjunction with think tank and publisher VerdeXchange, is preparing to introduce a new brand called GreenXchange.

The GreenXchange Global Marketplace Conference will launch Dec. 10-11 at the Hyatt Regency Century Plaza in Los Angeles. It brings together business buyers, sellers, thought leaders and government policy makers to exchange of ideas, alliances, and information across all sectors of the green marketplace.

Discussions and ideas presented at the conference will inspire the agenda for the first annual GreenXchange Xpo™ scheduled to take place Oct. 1-3, 2008, in Los Angeles.

"GreenXchange will become the world's fulcrum on sustainable best practices, through conferences on critical issues, leading-edge research presentations, innovative products and services in the exhibit halls and our 'idea 'Xchanges' that offer concrete green initiatives and solutions to attendees," said IDG World Expo CEO **Mary Dolaher**.

Next month's conference sponsors are Google; The Angeleno Group, a California-based private equity firm focused on high-growth investments in the energy sector; and Trucost Plc., an environmental research company. Nine media sponsors have also signed on.

The conference agenda includes 11 plenary sessions and 30 breakout sessions with tracks on Non-renewable Energy; Renewable Energy; Air, Water and Waste; Clean Technology; IT, Transport and Infrastructure; Capitalizing on Green Technology; and Climate Change Policy.

"GreenXchange is a critical step in establishing a marketplace for the idea, products and services that take sustainability from theory to practice," said Los Angeles Mayor Antonio Villaraigosa, who will deliver a welcome address next month. "Bringing the private and public sectors together under one roof for a global exchange on green innovation will dramatically impact our opportunity to achieve lasting worldwide sustainability."

*For more information go to http://www.greenxchangeexpo.com or contact IDG World Expo Public Relations Manager **Charlotte McCormack** at charlotte_mccormack@idg.com.* WU

IDG employees, key customers offered free attendance

Are you looking to gain knowledge about the global green marketplace? Have you been tasked with greening your business unit? If so, IDG World Expo has a limited number of complimentary spots available for IDG employees and their key customers to attend the inaugural GreenXchange Global Marketplace Conference. Don't miss out on this unique opportunity to learn about Renewable and Non-renewable Energy, Capitalizing on Green Technology, Climate Change Policy, the Clean Tech Revolution and more.

To reserve your spot visit www.greenxchangeexpo.com/register and use priority code GX7World during the registration process.

On the agenda

Featured presenters at next month's GreenXchange Global Marketplace Conference include the following:

- Brenda Mathison, director of Environmental Affairs, Best Buy
- John Chiang, state controller, Office of California
- Robyn Beavers, director of sustainability, Google, Inc.
- Norman Mineta, former U.S. Secretary of Transportation
- Mary Nichols, chair, Air Resources Board, State of California
- Michael Peevey, president, California Public Utilities Commission
- Daniel Dudek, chief economist, Environmental Defense
- Timothy Harden, president & CEO, AT&T West
- Andy Howard, chief operating officer, ARUP Americas
- Jack Baylis, Western Region Group chief executive, AECOM
- Antonio Villaraigosa, mayor, City of Los Angeles
- Allan Emkin, managing director, Pension Consulting Alliance, Inc.
- Robert Hertzberg, former speaker of the California Assembly

IDC survey says Green IT is a natural fit for enterprise executives

More than just a passing fad, Green IT is a growing, global business concern that is significantly impacting how IT executives will make technology buying decisions now and in the future.

According to IDC's recent U.S. Green IT survey, 80% of executives say that Green IT is growing in importance for their organization, and 43% say they consider a vendor's "greenness" when selecting their suppliers.

From energy efficiency to ease of recyclability, a product's greenness is becoming a more important economic component in the IT buying equation. "The spread of Green IT continues as organizations gain a better understanding of the benefits of going green," said IDC Senior Vice President, Research **Frank Gens**. "Once a distant afterthought, economic advantages, including reductions in operational costs, are driving Green IT adoption."

Among the survey findings:

- One half of survey respondents claim that "reducing their organization's environmental impact" was important or very important to senior management.
- 42% of respondents said that IT will play a leading role or an important role in their organizations' efforts to reduce environmental impact.
- One-third of respondents rated an IT supplier's "greenness" as important or very important.
- 81% of respondents identify green products' ability to reduce operating costs as the most important reason for considering a supplier's greenness.

IDC's U.S. Green IT Survey findings come from IDC's Enterprise Panel. This panel is an online community of IT and line-of-business professionals who influence the technology-related investment decisions of their organization. The panel includes worldwide businesses of all sizes and in all industries.

The panel was launched in April 2007 and currently includes 5,000 active members. The panel is fully owned and managed by IDC.

For more information write to fgens@idc.com or go to http://www.idc.com/research/greenit.jsp.

one on one the interview

Pat McGovern
The chairman and founder of IDG is this week's columnist. Reach him at patmcgovern@idg.com.

> *" I believe that IDG will continue to be a Web-centric company long into the future, but access to the Web will be increasingly from mobile devices rather than from PCs."*

Q IDG just completed its 2007 fiscal year. Can you share with us how IDG's operating profits compared with a year ago?

A IDG had an operating profit increase of 25% in FY07 compared to FY06. Our U.S. and international publishing groups were particularly strong contributors to this growth. U.S. publishing had a 76% increase in operating profits, and our non-U.S. publishing group had a 90% increase in operating profits in FY07 versus FY06. This improvement came principally from a major shift in IDG's publishing revenue from print publications to Web-based services and events.

Q How fast is IDG's online revenue growing? Is it faster than the decline in print revenue?

A In FY07, IDG's online revenue grew by 31%. Its print revenue declined by 12%. The growth in online revenue was approximately 41% larger than the decline in print revenue.

The operating profit margin in online revenue is three times higher than the operating profit margin of print revenue, resulting in our 25% gain in operating profits in FY07 compared to FY06.

Q IDG has been reported to be quite successful in its venture capital activities in developing countries. I know that IDG has venture capital funds in China and Vietnam. In what other countries are you planning to establish venture capital funds?

A Last year, we established IDG Ventures India, a $150 million venture capital fund. This year, we just established IDG Ventures Korea, a $100 million VC fund. [To learn more about this new fund, visit IDG Central and click on the link to BusinessWeek's online feature about IDG Ventures Korea.] Early next year, we expect to establish a VC fund in Eastern Europe focusing on Poland, the Czech Republic, Romania and Bulgaria. Our VC funds in China, which have been operating for 15 years, have been achieving a 40%-a-year appreciation on their investments. In comparison, VC funds in the U.S. in the same period have had returns of approximately 19% per year. We expect our returns on VC investing in Vietnam, India, Korea and Eastern Europe to be 30% to 35% per year.

Q Do you plan to continue to award each year a Chairman's Cup award for overall management excellence, an Entrepreneur of the Year award, and other awards for specific achievements?

A Yes, we will be shortly announcing the winners of the following awards for FY07:

Chairman's Cup – Award for Overall Management Excellence

Annual Chairman's Achievement Awards for:

1. Entrepreneur of the Year
2. Highest total company profit margin
3. Highest total company percent profit margin increase
4. Highest percentage increase in online revenue
5. Highest percentage increase in page views
6. Highest percentage increase in unique visitors
7. Highest percentage increase in revenue per visit
8. Highest percentage increase in registered users on a Web site
9. Highest percentage increase in a business unit's event revenue
10. Highest increase in a business unit's event profit margin
11. Best new event launch
12. Best new Web site launch

Q Do you envision a day when print magazines and newspapers will no longer exist, or do you think they will survive?

A I think print magazines will survive long-term in areas where they provide a broad survey of what's happening in a special interest category. For example, magazines covering such subjects as the latest fashions, jewelry products, home design and furnishing, boating, etc. will continue to exist because the readers are interested in finding out new developments based on the editors' expertise in these areas. This is in contrast to magazines presenting the news and information that have time value. Such services will naturally migrate to online because the people with an interest in these subjects want to get the information as soon as possible.

Q At the recent Global Product Line Meeting, Colin Crawford quipped that he'd bet it won't be too long before you announce that "IDG is a mobile-centric company." How important do you believe the mobile platform will be to IDG's business going forward?

A I believe that IDG will continue to be a Web-centric company long into the future, but access to the Web will be increasingly from mobile devices rather than from PCs. As information on the Web becomes more and more important to people, they want to

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Training group kicks off IDG Multimedia Series

Multisession program will provide participants with hands-on experience

The newest addition to the IDG Training and Development roster — the IDG Multimedia Series -- kicked off this month with a six-hour session called "Multimedia Journalism" on both the East and West coasts. The first class in the seven-session series launched in Framingham, Mass., on Nov. 8 and attracted a class of 18 participants representing a mix of editors, writers and production staff from various IDG media brands.

Developed over the past four months by IDG Training Manager **Laurie Butson** and Senior Training and Development Coordinator **Erin Brennan** in consultation with editorial leaders throughout IDG's U.S. media units, the IDG Multimedia Series will run over the next four months and each session will be held on both the East and West coasts.

The series was specifically designed to be "laboratory" in nature, meaning all sessions will be very hands-on and practical. In all sessions participants will have an opportunity to practice the skills learned and immediately apply them to real-life scenarios. For example, in the Writing for Multiple Platforms session participants will write, and then rewrite, a story for a variety of platforms, examining the different techniques needed in different mediums. Similarly, in the podcasting and video sessions, participants will get hands-on training in recording podcasts and shooting and editing video.

> *"Our group from CIO found the class so useful we organized a lunch session to share what we learned with colleagues who could not attend."*
>
> *— Michael Goldberg, CIO.com*

In the opening session, taught by Paul Grabowicz, director, New Media Program, University of California/Berkeley, the focus was on analyzing which multimedia channels — audio, video, text, graphics — are best suited to most effectively presenting different types of content.

Using Apple's new Mac OS X Leopard as an example, the class brainstormed how best to present the main news story and developed a list of related stories that might run in tandem with the news story. The group considered each piece separately and talked about what mediums would best tell each piece of the story. (See sidebar for an example.)

"Paul was able to demystify some of the storytelling tools that web sites are using and to encourage us to pursue ideas we already have for projects in new ways on the Web," said **Michael Goldberg**, managing editor, CIO.com.

"The best part of the class was the storyboarding exercise, where we worked to create a template for how to tell a certain kind of story, in our case a story about an IT implementation. Thinking about when and whether to use photography, graphics, video, audio, or text to tell our stories was a good learning experience.

"Our group from CIO found the class so useful we organized a lunch session to share what we learned with colleagues who could not attend."

Elizabeth Heichler, editor-in-chief of the IDG News Service was similarly impressed. "I feel like we've done a lot with multimedia at the News Service — we've been doing podcasts, videos, and slide shows for quite some time now — but the Multimedia Journalism session gave me some new ways of thinking about when and how we use different kinds of media to tell a story. The instructor took us through a great exercise where we broke down all the pieces of a big story and figured out how to tell each one in the most appropriate medium. It was a particularly useful session because he had clearly invested effort in learning about IDG's audiences and the kinds of stories we all do, so it was well-tailored to our needs."

Employees may enroll in one, all or any combination of the IDG Multimedia Series sessions. Employees who attend five or more in-person sessions and complete two elective courses, will receive an IDG Multimedia Training Certificate. "This is the first time we've offered a certificate program," noted Butson. "Employees who meet the certificate requirements will have gained a well-rounded exposure to a variety of multimedia topics and we wanted to provide tangible recognition for that achievement."

Butson said that program electives were quite flexible and largely up to the discretion of the employee to decide what would be most beneficial in their own unique situations. Possible sources for elective training that she cited include: Lynda.com, Knight Digital Media Center (www.knightnewmediacenter.org), NewsU training, j-learning.com self-paced tutorials or Media Bistro training (www.mediabistro.com/courses).

Each class costs $325; employees that sign up for four or more classes will receive a discount.

Contact Laurie Butson at laurie_butson@idg.com or Erin Brennan at erin_brennan@idg.com. WU

Sample treatment of launch of Apple's Leopard operating system

- **How it works:** slideshow
- **Problems, bugs, fixes:** user generated content, discussion board, searchable database
- **Apple fans:** videos and a map of fans worldwide
- **Security issues:** text
- **Integration with iphone:** screencast
- **Apple vs. Microsoft:** table; video of users

Six more sessions to come

Upcoming sessions in the series include:

- Vocal Training for Multimedia
- Writing for Multiple Platforms
- Video Production and Editing
- Power PDF Skills – The Interactive Experience
- Podcasting 101
- Photogournalism, Slideshows and Photoshop

IDG Training Manager **Laurie Butson** also said that it is very likely the Multimedia Journalism session will be offered again at the end of the series in April 2008.

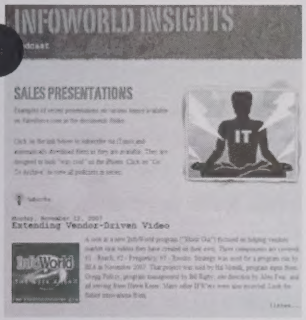
For more information on course descriptions and session dates, visit the HR Employee Connection Web site.

IDG

Current Jobs, Week of November 19, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computer World						
	Admin	Executive Assistant to CEO	Framingham MA	A. Dros	alana_dros@idg.com	508-988-7870
	Events	Business Development Specialist	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Marketing Specialist	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Editorial	Sr. Editor, IT Channels	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Web Developer	San Francisco CA	S. Scogland	sara_scogland_idg.com	508-935-4161
CXO Media						
	Custom Publishing	Senior Editor	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Sales	Sales Development Manager	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
Financial Insights						
	Research	Associate Research Analyst, Financial Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
Global Retail Insights						
	Research	Research Director, Merchandising and Demand Chain - Global Insights	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Retail Store, Channel and Consumer Strategies	Framingham MA, Irvine CA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Acct Executive	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Conferences	Conference Manager	Framingham MA	Michelle Hockman	mhockman@idc.com	508.935.4133
	Consulting	Consulting Director, Financial Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Director, Telecom	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Director, Services	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Telecom	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Software	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Marketing Intern	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Marketing	Marketing Manager, New Business Initiatives	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Product Marketing Specialist	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Group VP Global Telecom Research	Europe or US Based	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Storage Software	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Security Products	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr Research Analyst, Memory and Short-Range Wireless Semiconductors	San Mateo CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Global SMB Research	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Small and Medium Business Markets: Mobility	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Director, Investment Research - Technology/Media/Telecom (TMT)	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Market Intelligence Advisory Service	Framingham MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Program Manager, PC Tracker	San Mateo CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, WW Tracker Program	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Pricing Evaluation Service	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Business Multiplay	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Business Voice Services	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Global BPO Services: Market Opportunities by Key Business Processes	Framingham MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Software Support Services	Framingham MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr. Research Analyst, Storage	Toronto, Canada	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Sr. Research Analyst, Vertical Markets	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sales Representative, Industry Major West Accounts	San Mateo CA	Annmarie Allen	aallen@idc.cm	508-935-4137
	Sales	Account Executive, Industry Major Accounts	Irvine CA	Annmarie Allen	aallen@idc.cm	508-935-4137
IDG/Central Services						
	Office Services	Office Services Coordinator	San Francisco CA	http://careers.idg.com		
IDG Connect						
	Sales	Part-Time Client Services Representative	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161
IDG Corporate Services Group						
	IS	Jr. Technology Analyst	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Entertainment						
	Sales	Sales Manager	San Francisco CA	http://careers.idg.com		
	Marketing	Director of Marketing	San Francisco CA	http://careers.idg.com		
	Marketing	Marketing Manager	San Francisco CA	http://careers.idg.com		
	Online	Web Development Intern	San Francisco CA		jobs@gamepro.com	
	Business Development	Online Marketing Intern	San Francisco CA		jobs@gamepro.com	
IDG Legal						
	Legal	Part-Time Paralegal	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
IDG News Service						
	Edit	Europe Correspondent	Europe	Elizabeth Heichler	elizabeth_heichler@idg.com	617-239-7816
Industry Insights						
	Sales	Sr. Account Executive	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
Infoworld						
	Sales	National Online Sales Leader	San Francisco CA	J. Lynch	julie_lynch@computerworld.com	508-820-8162
	Editorial	Executive Editor	San Francisco CA	J. Lynch	julie_lynch@computerworld.com	508-820-8162
	Editorial	Site Editor	San Francisco CA	J. Lynch	julie_lynch@computerworld.com	508-820-8162
	Online	Lead Web Designer	San Francisco CA	J. Gardner	jillian_gardner@idg.com	508-935-4041
Manufacturing Insights						
	Research	Research Manager, Manufacturing Insights	Framingham MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sales Rep	Framingham MA	Leah Barton	lbarton@idc.com	508-935-4336
Network World						
	Events	Event Registrar & Customer Service Manager	Southborough MA	E. Cormier	careers@nww.com	508-490-6454
	Sales	Account Manager, Demo.com	New York NY, San Francisco CA,	Eric Cormier	careers@nww.com	508-490-6454
PC World						
	Edit	Associate Editor	San Francisco CA	http://careers.idg.com		
	Edit	Senior Associate Editor	San Francisco CA	http://careers.idg.com		
	Edit	Senior Editor	San Francisco CA	http://careers.idg.com		
	Advertising Operations	Senior Ad Trafficker	San Francisco CA	http://careers.idg.com		
	Sales	Sales Associate	San Francisco CA	http://careers.idg.com		
WEC						
	Mktg	Marketing Specialist	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG



To listen to a sample podcast, see this article on IDG Central.

InfoWorld

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Calento noted that while there are two sales groups at InfoWorld — online and events — their programs often overlap, so the podcast series covers issues related to both, particularly topics like SOA and virtualization, which already have significant events components at InfoWorld.

Calento is the writer and producer of the podcasts, which he creates from new or extant InfoWorld product or program presentations. The podcasts also are accompanied by a PowerPoint slide deck that can be used by sales reps when they're in the field, as well as a script, similar to the podcast itself, on which they can base their presentation. Several future InfoWorld Insights podcasts will be hosted by InfoWorld Marketing Director **Kaila Bongiovanni**, who will be outlining several new go-to-market programs for the brand.

Calento records the podcasts in-house using a program called ProfCast, which allows him to record audio in the context of a PowerPoint slideshow. The files are imported into a software program called GarageBand in which a background audio track and album art are added. "Our podcasts are 'enhanced,' meaning that there are visuals incorporated into the audio that can be viewed within iTunes or on an iPod or iPhone," Calento said.

He added that podcasts are "only recorded when there is something relevant to share with the sales team." A five- to 10-minute podcast takes him less than an hour to record and edit if there is an existing presentation on which to base the podcast.

Current podcasts include the following:

- Shout Out: Extending Vendor Video
- Mid-market Security Trends
- Five New Products for FY08
- Five Things You Need to Know About SOA
- Day in the Life of an IT Buyer
- InfoWorld History
- Samples of podcast ads InfoWorld has created for advertisers
- Examples of InfoWorld's reader advocacy over 29 years
- Frequently Asked Questions

Upcoming podcasts will include Five Green-Tech Trends That Matter and Selling to Field Marketing. Information on most of the podcasts has a shelf life of approximately three to six months, according to Calento.

Podcasts can be accessed via a password-protected site, and e-mail updates of new podcasts are sent to sales team members, but most of the distribution is "passive," Calento said. InfoWorld sales reps subscribe to the podcasts via a link that activates their iTunes to look for a new podcast file and, if available, download it. "While most podcasts are open to anyone with a link to RSS feeds, the internally focused InfoWorld Insights is gated and even in iTunes requires a login and password to access," Calento said.

He said the reaction of the sales team has been "extremely positive. It has been a great way to provide tips on how to sell with research or multimedia programs, which can be complex."

A future podcast idea that InfoWorld is discussing is to create a version of the Insights series that is "advertiser-facing that would provide a way for InfoWorld — and IDG — to communicate with our advertising stakeholders regularly over time," Calento said.

For more information contact Paul Calento at paul_calento@infoworld.com. WU

Network World

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a tripod with a handheld camera for whiteboard close-ups.

Shooting took about 1 ½ hours, as it was done in multiple stages, and Meserve spent two to three hours editing the film to a six-minute segment that is preceded by a 10-second video ad. Pre-roll ads are currently sold run of site for the video library, so a variety of company ads are represented in that space.

The video prompted a flood of calls from PR representatives pitching ideas to involve their companies. One video on disaster recovery is now in post-production, and another was filmed Nov. 14. Those were filmed at Network World's in-house studio, as will others.

Meserve said the initial goal is to post one new whiteboard video per month. Since it is an editorial product, the business unit is not charging people a fee to appear. If a vendor is presenting, the content is focused on the technology itself rather than the vendor's "solution" to the problem, Meserve said. Suggestions for topics may also come from the editorial team or Network World's testing alliance, an external group of experts that serves as NWW's virtual test lab analysts.

Write to jmeserve@nww.com. To view the first Tech Update, go to http://www.networkworld.com/video/091807wb-acopia.html. WU

Coming soon

COMPUTERWORLD PRESENTS
Briefing Room

Computerworld.com is on the cusp of unveiling an instructional video series similar to Network World's called Briefing Room.

Six episodes, each about three to five minutes long, have been produced on topics such as storage, wireless networking, virtual reality and enterprise PC-to-Mac migrations. Each video is intended to provide an overview of how the technologies are used in enterprise settings. The speakers include Computerworld and InfoWorld Editorial Director **Don Tennant**, Senior Editor, New Media **Ian Lamont**, Online Storage Editor **Lucas Mearian** and freelance columnist/WLAN expert Craig Mathias.

Computerworld's sales group is in the midst of pre-selling the videos, and a space is being readied on Computerworld.com to display them.

Write to ian_lamont@computerworld.com.

noteworthy people

New employees

Sales Representative **Emil Söhr** comes to Computer Sweden from Jeans and Clothes where he was head of sales. He holds a B.S. in political science from the Lund University in Lund, Sweden, and is currently working toward an M.A. in the same subject. Outside the office he enjoys music, sports and cooking. *emil.sohr@idg.se*

IDG WORLD UPDATE

Keough

Kay Keough joins the San Francisco bureau of the IDG News Service as a copy editor. She was previously a staff writer with the Cape Cod Times and has a B.A. in communications and studio art from Boston College. She used her talents to paint a mural of the Boston Red Sox' Fenway Park on her living room wall in San Francisco. *kay_keough@idg.com*

IDG WORLD UPDATE

Kelly

Associate Editor **Heather Kelly** comes to Macworld from her role as assistant editor with Tippit, Inc. A graduate of New York University, she holds a B.A. in journalism and enjoys tennis, collage and Scrabble. *heather_kelly@macworld.com*

IDC Indonesia has hired **Iyau Winson** as an associate market analyst with the Telecom Research team. He will be responsible for the Indonesian Fixed Line Tracker, Switch & Router Trackers and WLAN Trackers, and provide support to MIPT Consulting projects. Prior to joining IDC, he worked as a business analyst at Fossil and has had internships at Verizon and Beal Bank. He holds a B.S. in MIS from Oklahoma State University/Stillwater and an M.B.A. from the University of Texas/Dallas. In his free time he enjoys being outdoors, playing basketball and travel. *iwinson@idc.com*

Previously a project manager with Symantec and then co-founder of Beijing QingKe Network Technology, **Shawn Xue** joins IDC China as a senior market analyst with the Cross Research Product group. He earned a B.A. in CAD/CAM design from Beijing University of Aeronautics and Astronautics and an M.B.A. from Guanghua School of Management at Peking University. Shawn enjoys mountain hiking, singing and playing badminton. *sxue@idc.com*

Rick Lu joins IDC China's Shanghai office as senior account manager; he will be responsible for developing and maintaining Shanghai-based accounts, focusing on telecom vendors and carriers and banking and financial customers. He has five years of sales and marketing experience with Shanghai Telecom. A graduate of Shanghai University, he is currently working toward an M.B.A. at Shanghai Jiaotong University. His interests include sports, traveling, and playing classical piano. *rlu@idc.com*

Regional Finance Executive **Fion Chua** comes to IDC Singapore from Maersk Singapore Pte Ltd where she worked as a finance executive. A member of the Association of Chartered Certified Accountants, her hobbies include reading, listening to music, singing, cross stitching and playing guzheng, an ancient Chinese stringed instrument that dates back 2,500 years. *fchua@idc.com*

Debbie Swee is IDC Singapore's new market analyst with the Emerging Technology Advisory Services group. Prior to joining IDC, she worked with Millward Brown as a research executive. She also has contributed to a regular column on technology issues for The Straits Times, a Singaporean national daily newspaper. She holds a B.A. with honors in communication studies from Nanyang Technological University in Singapore. *dswee@idc.com*

Returning employees

Previously vice president and general manager of NameMedia's premium sites, and before that vice president of business development and general manager of online at Network World, **Kevin Normandeau** returns to IDG as vice president of sales and business development for the new IDG Technology Network. Taking advantage of market trends such as the growth in online advertising, audience fragmentation and the desire of advertisers to consolidate media buying, the IDG Tech Network is charged with uniting independent technology sites and blogs to create an online ad network. Kevin holds a B.S. in marketing and international business from Boston's Northeastern University and enjoys skiing, mountain biking and real estate investing. He recently put a small addition on his house. "It was very rewarding and justified buying many power tools," he said. *kevin_normandeau@idg.com*

Chia Lai Heong returns to IDC Asia/Pacific's Kuala Lumpur, Malaysia, office as call center manager. She will be responsible for managing the fieldwork operations of the 35-seat call center, handling fieldwork in a variety of Asia/Pacific countries for IDC's syndicated research and custom consulting projects. Before rejoining IDC she oversaw the call-center operations at Synovate. She holds a B.A. in economics and finance from Curtin University of Technology in Perth, Western Australia, and a diploma in management practice from the U.K. Institute of Administrative Management. *lhchia@idc.com*

All business units are welcome to send information for the Noteworthy section to world_update@idg.com.

One on One

contined from page 3

have access to it 24/7, wherever they happen to be geographically. Therefore, accessing the Web via a mobile device is an inevitability. What we think of as cell phones today will increasingly be a multimedia computer that also provides voice communications. This is an excellent development for IDG because mobile device users have a subscriber agreement with their wireless carrier, and it is easy for them to order premium services by the push of the button, which they will pay for via their monthly carrier bill. Therefore, a great deal of the information that IDG now provides on the Web without charge can begin to be paid for via premium services delivered to the same people on their mobile device.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions will be passed along anonymously. Write to world_update@idg.com.

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

26

Sheryl Merchant *IDG Global Solutions*

19

Sally Reinfeld *IDG*

18

Donna Cahill *IDG*
Elizabeth Heichler *IDG News Service*
Susan Middleton *IDC*
Annika Svanström *IDG Sweden*

16

Karen Wilde *Network World*
Patrick Gorman *IDC*

14

Todd Simms *PC World Central Services*

13

[illegible]mothy Greene *Network World*

12

Steven Gray *PC World*
Deborah Lovell *Network World*

11

Leilani Lopez *PC World*
Michael Draper *Network World*
Paul McNamara *Network World*

10

Craig Eastman *IDG Entertainment*

9

Albert Pang *IDC*
Francis Hare *IDC*

8

Neil Bennett *Digit*
Eric Dahl *PC World*

7

Sean Greathouse *PC World*
Ellen Hughes *IDC*
John Richard Gole *IDC*
Rogier Voet *IDG Netherlands*
[illegible]aniel Fleischer *IDC U.K.*
June Harmon *IDG Denmark*
Rogier Mol *IDC Benelux*

6

Gábor Marosvári *IDC Hungary*

5

Melis Massimo *IDC U.K.*
Elissa Simpson *IDC U.K.*
Sureshpal Singh *IDC Singapore*
Lincoln Lee *IDC Malaysia*

4

Michael Hennessey *IDC*
Jeanne Lee *IDC*
Kathleen Wilhide *IDC*
Helena Chappell *IDC U.K.*
Kritsana Cheunjaiboon *IDC Thailand*

3

Salvador Guillen *PC World Central Services*
Shelly Bourbeau *IDG World Expo*
Ellen Boland *IDG World Expo*
Patricia Araujo *IDG Brazil*
Jack Yu *IDC Singapore*

2

Sharee Odedra *PC Advisor*
Heidi Squires *Computerworld*
Jason Thach *Mac Publishing*
Christopher Connor *Health Industry Insights*
Noris Rodriguez *IDC*
Jeroen Brouwer *IDG Netherlands*
Skanthan Thirunavukkarasu *IT World Canada*
Lisa Williams *IT World Canada*
Gary Lu *IDC China*
Andrew Widjaja *IDG Australia*

1

Tsuyoshi Egawa *IDG Japan*
James Lee *IDG Global Solutions U.K.*
Andrew Burt *IDG Entertainment*
Brian Roys *IDG Entertainment*
Scott Reyna *PC World*
Vinicius Brunete *IDG Brazil*
Peter Walker *IDC U.K.*
Chia-Wei Yen *IDC Taiwan*
Kandavel Odathurai *IDC India*
David Ayvar *IDC Peru*

Any business unit may send information to *IDG World Update* at world_update@idg.com.

Coming up

ComNet Vietnam
Nov. 20-21
Hanoi
Vietnam
http://www.idg.com.vn

Romanian Computer Show 2007
Nov. 20-23
Bucharest
http://www.idg.ro/rocs

IDG Communications Top Leadership Meeting
(formerly IDG U.S. Managers Meeting)
Nov. 27
Boston
Contact: nelva_riley@idg.com

Saas World 2007
Nov. 28-29
Tokyo Midtown Hall
Minato-ku, Tokyo
http://www.idg.co.jp/english

IDG U.S. Media Management Institute
Nov. 28-30
Boston
Contact: laurie_butson@idg.com

Business Continuity Management
Nov. 30
Tokyo Midtown Hall
Minato-ku, Tokyo
http://www.idg.co.jp/english

Vietnam e-Government Symposium
Dec. 4-6
Hochiminh City
Vietnam
http://www.idg.com.vn

IT Architect Summit
Dec. 5
Tokyo Conference Center
Minato-ku, Tokyo
http://www.idg.co.jp/english

IDC IT Service Management and ITIL Forum
Dec. 5
New York Marriott Financial Center
New York City
http://www.idc.com/itilforum07

IT Roadmap: Washington
Dec. 13
Washington, D.C.
http://www.networkworld.com/events

IDG U.S. Management Excellence Program
Jan. 29-31
Boston
Contact: laurie_butson@idg.com

IDG European Media Management Institute
Feb. 5-8
Prague
Contact: laurie_butson@idg.com

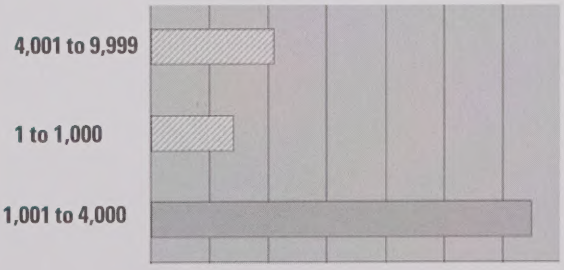
European Online Meeting
Feb. 6
Prague
Contact: laurie_butson@idg.com

European Managers Meeting
Feb. 6-9
Prague
Contact:
maggie_murphy@idg.com

For a more complete list of upcoming events, see the events section on IDG Central.

Question of the Week for Nov. 12

How many songs are on your MP3 player?



Log on to www.idgcentral.com to vote on this week's question:
What kind of dinner are you most likely to order?

meet your colleague people

Between joining IDG Entertainment and leaving his previous position, **George Jones** worked from home as a game-design and marketing consultant for a couple of years. "It allowed me to rethink and re-realize what is truly valuable to consumers in terms of editorial coverage and content," he said. "Becoming an ordinary consumer of games and technology helped me understand that a lot of product-oriented magazines and Web sites have become so insider-focused that they're useless to ordinary people."

Jones brought that market understanding to IDG Entertainment (IDGE) when he joined the San Francisco-based business unit in April 2006 as executive producer, Online. In August he was promoted to senior vice president/creative director. "My job is to make sure that the design and content of our two magazines and 10 Web sites are living up to their fullest potential," he said. "I try to tease out the best design and content by talking to our editors and designers, seeing what their stories read or look like and offering feedback. We've also created some really flexible small-team processes that allow everyone to give and receive feedback from each other."

Those processes are working. In early November GamePro networks had four different stories show up on Digg.com. "That's excellent," Jones said. "Not only does it spike traffic about 40% for the day, but it also pushes our stories to lots of new potential users."

Jones last month won IDGE's President's Award, which recognizes the 'one superstar employee for the year, a truly outstanding employee who best personifies the GamePro core values.' The award consists of a US$500 American Express gift cheque and a custom GamePro leather jacket, and Jones will have his name engraved on the President's Award plaque in the IDGE office.

"This was the easiest President's Award I've ever given out. George has come in and injected new life and new creativity into our products. Not constrained by print, he's transformed our content into something that's been very exciting."

— Dan Orum, IDGE president and CEO, on awarding George Jones IDGE's annual President's Award

"This was the easiest President's Award I've ever given out," said **Dan Orum**, IDGE president & CEO. "George has come in and injected new life and new creativity into our products. Not constrained by print, he's transformed our content into something that's been very exciting. Users are enjoying it, and their numbers are growing. He brings a level of expertise that will lead to great new products for us down the road."

IDG WORLD UPDATE

***George Jones** serves as senior vice president/creative director at IDG Entertainment.*

"I love IDGE's flexibility and creativity," Jones said. "We're totally empowered to conceive of and develop new ideas, and it's really fun to watch ideas go from concept to new Web site in three or four weeks' time. Playing games isn't bad, either."

Jones grew up in Inglewood, Calif., earned a B.A. in sociology and history from Dartmouth College in Hanover, N.H., then moved to Boston. "That's where I cut my editorial teeth, working as an editorial assistant at PC Week Magazine, doing spec charts and the occasional review for PC Week Labs," he said. He moved to California in 1994 to become an assistant editor at Computer Gaming World magazine. "I realized that I was spending way too much of my time at PC Week playing Doom, so I switched my focus," he said.

Besides playing video games — particularly Japanese role-playing games on his Nintendo DS — he is "a huge bicycle geek." He rides his bike to work every day and goes for 50- to 80-mile bike rides on Sundays, averaging 100 to 200 miles a week on two wheels. No mere cycling dilettante, he placed 61st out of 120 entrants in the 50-mile-long pro-am Sea Otter Classic in Monterey, Calif., in 2005.

Contact gjones@idg-entertainment.com. WU

and finally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

IDG World Update

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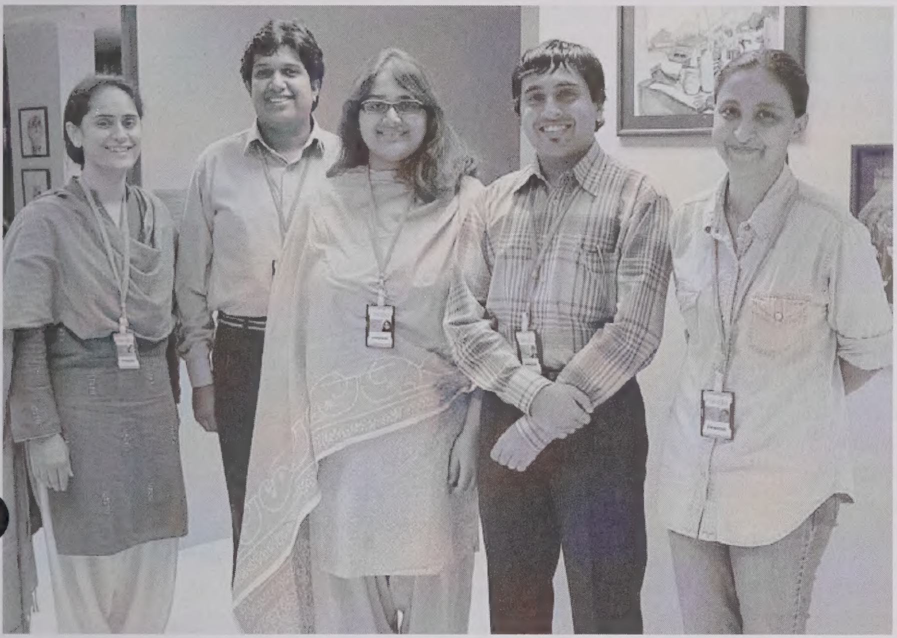
PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

WWW.IDGCENTRAL.COM

Second Pakistan partner brings CIO brand to local market



*IDG's new partner company in Pakistan, Rasala Group , includes (from left) CEO **Rabia Garib,** Editor **Hassan Pasha** (CIOPakistan.com), Editor **Charmaine Hoodbhoy** (CSO, CMO, CEO), Editor **Kashif Malim** (CIO) and Marketing Director **Salaina Haroon.***

IDG will soon have an expanded presence in Pakistan, thanks to a new partner that will bring the CIO brand to the local market. Rasala Publications Group plans to launch a CIO Web site early in 2008 and will follow that with the launch of a monthly, English-language CIO title in March.

Rasala Group CEO **Rabia Garib**, who attended last month's Global Product Support Center meetings in Boston, said her company had been interested in working with IDG for several years. This year, Garib was selected as one of 25 Eisenhower Fellows in the 2007 Multi Nation program for emerging leaders. She spent two months in the U.S. studying information and communications technologies, and education and media, especially as they relate to convergence issues. While here, she arranged a meeting with **Jim Sullivan**, VP of licensing at IDG International Publishing Services, to introduce her company and explore the possibility of a partnership.

Garib said her team hopes to use the portal/Web

continued on page 5

InfoWorld's SOA Forum delivers peer-to-peer education

Inside this issue

One on one: IDC Nordic & Benelux Managing Director Per Andersen *page 3*

ARN uses mustache challenge to build community *page 4*

Readers respond to PC-Welt call for screenshots of their desktops *page 5*

Cartoon caption contest winner *page 8*

IDG employees, key clients offered free attendance at IDG World Expo's upcoming Green-Xchange Conference. See page 7.

More than 400 attendees came to New York City Nov. 7-8 for the ninth edition of InfoWorld's SOA Executive Forum, the tagline of which promised to "Build a Foundation for Continuous Change." Among the changes InfoWorld implemented for this event: a marketing effort on Facebook.com (see sidebar, p. 2).

Three hundred and thirty of the attendees classified themselves as 'IT end users.' According to **Jill Martay**, InfoWorld VP, Events, the event on service-oriented architecture (SOA) draws such senior technology professionals as CIOs, CTOs, VPs of technology, IT directors, engineers, enterprise architects, as well as those in business management including CEOs, CFOs, presidents, VPs, directors and managers.

Martay said the largest segment of the forum's audience investing in large-scale SOA implementations is in the financial market. "By doing this event in New York City, the center of the U.S. financial mar-

continued on page 2

InfoWorld
SOA
EXECUTIVE FORUM

*InfoWorld Editor-in-Chief **Eric Knorr** emceed the forum and moderated two sessions, 'Mashups on Parade: Showing off SOA' and 'The Role of Commercial Enterprise Software in SOA,' a debate between SAP and Oracle VPs.*

SOA

continued from page 1

ket, each year we are able to make it very easy for IT executives working in financial services to attend," she said. "This year, the mean IT budget of registered attendees was just over US$40 million, with more than 30% of the guests attending from banking/financial companies."

Improve Web Services
Quality, Trust, Governance
and Team Collaboration

***Dave Colford**, VP of business development (above) was a key member of the SOA Forum team along with **Robyn Duda**, business development manager and **Ahmad White**, marketing specialist.*

She said audience retention throughout the two days was strong, thanks in part to the design of the agenda. **Eric Knorr**, InfoWorld editor-in-chief, acted as the program chair and collaborated with a number of contributors and **Kaitlen Murphy**, InfoWorld's conference content manager, to put the agenda together.

Ideally, Martay said, forum organizers look for speakers who have implemented SOA within their enterprise and can speak from firsthand experience. "We also invite a few analysts and, in some cases, technologists on the vendor side. The goal of the conference is to provide peer-to-peer education, so we seek industry end users who can provide solid examples of what they are doing in their company and why, the results achieved and the challenges faced."

The forum opened with an IT end-user keynote address by Martin Brodbeck, executive director, Strategic Architecture with Pfizer Worldwide Technology Engineering. "We have been working to secure him for some time now because he has some revolutionary views on SOA and how he'd brought it into his own organization," Martay said. "The timing was finally right, and he was ready to share details on their SOA implementation and successes with an emphasis on data integration efforts."

Following a keynote by Hari Gopalkrishnan, chief technology architect and divisional CIO for Lehman Brothers, the forum's second day delved deeper into strategic directions, and organizers offered an intensive tutorial track as an upgrade option.

Industry end users who either spoke or participated in panel discussions came from such firms as GE Money, Bear Stearns, Deutsche Bank, TIAA-CREF, United Airlines, Comcast and Wachovia Corp.

New this year was a tutorial run by David Linthicum, InfoWorld.com's real-world SOA blogger designed as a crash course on how to implement an SOA, detailing the step-by-step procedures on how to get started and a soup-to-nuts technical look at processes, testing and service design.

In addition to e-mail marketing and telemarketing, Martay said her group continues to use direct mail, "but in a smarter and more efficient way. Long gone are the days of mass marketing thousands of postcards. Today is about targets and relevancy." The events team created an audience segment of its top-tier forum attendees called VIP Gold; these guests are offered additional benefits at the forum and are sent a high-end, printed invitation. "In the past, we've seen as much as 25% of our onsite attendees registering based on this invitation," Martay said.

Repeat attendees are generally low, Martay said. "Less than 5%, since we control the registration so we can guarantee sponsors unique audiences, but we do see a higher volume of repeat companies. For instance, every year we have guests attending from Merrill Lynch, Bank of America, JetBlue and CitiGroup, but they are usually new individuals from within those companies."

The forum had nine sponsors, including BEA, Oracle, Accenture, Sun Microsystems, IONA, Progress Software, Software AG, WebLayers and Mindreef.

This year's forum took place in a new venue, th Millennium Broadway Hotel. "As with any new venue, there are always challenges," Martay said. At the Millennium, the main stage theater was separated from the area where the conference sessions and breakouts were to be held. The events team designed the schedule to present keynote speakers early in the day and then move attendees to the breakout area.

"The challenge lay in maximizing the sponsor networking times," Martay said. "Event Director **Amy Dion** built a sponsor 'meet-and-greet' area that allowed sponsors to have a presence in the main stage area, and the full sponsor gallery was in the conference session breakout area. The flow worked very well and allowed sponsors to maximize their exposure with guests."

Considering the number of congratulations and thank-you e-mails she has received, Martay said the event "delivered above and beyond. Attendee evaluations were very strong, and 100% indicate a need and desire to attend future SOA Executive Programs produced by InfoWorld."

The next SOA Executive Forum will be held Sept 16-17, 2008, in New York City.

For more details on the 2007 event go to http://www.infoworld.com/event/soa/07/november/index.html or write to jill_martay@infoworld.com.

Attendees interact via Facebook.com

In a novel marketing approach for the forum, the InfoWorld events team created an SOA group on Facebook.com group and promoted it in its forum newsletters and marketing efforts.

The Facebook community was also promoted at the SOA Forum so attendees could log on and interact with other attendees during the conference. "People are continuing to interact and asking questions, and we have close to 100 members," said InfoWorld VP, Events **Jill Martay**, adding that she hoped that number would double following a wrap-up e-mail to the forum audience. "It's free, so why not?"

the interview

one on one

Per Andersen

The managing director of IDC Nordic & Benelux and group VP/ IDC EMEA is ths week's columnist. Reach him at pandersen@idc.com.

Q How do you define the terms "Nordic" and "Benelux"?

A Nordic is a name for Sweden, Norway, Denmark, Finland and Iceland, while Scandinavia only consists of Sweden, Norway and Denmark. Benelux is a name for the three countries Belgium, Netherlands and Luxembourg. The term "Northern Europe" does not have a unique definition, but IDC is now using it to designate the new region of Nordic and Benelux. The term, however, is only used internally.

Q Why has IDC decided to merge the Nordic and Benelux regions?

A Since they are small countries and markets, both the Nordic and Benelux offices have had the same challenges in terms of creating critical mass, specialization and leveraging best practices. Still, the combined region accounts for about 20% of the European IT spend, and we are sure that by working within a larger business unit we can improve our penetration of the market to match the size of the opportunity. This will be achieved through leveraging best practices, building teams and adapting to change.

Q How is this working so far?

A The two conference groups in Benelux and Nordic already in FY07 worked as a team, sharing ideas, best practices and resources. This led to a significant improvement of our conference business with a record number of conferences and a fast start for our conference business in Benelux. Also, in terms of research, the new 2008 research plans use the wider organization with more resources and more competencies to establish new products for the market. For example, in 2008 we will for the first time offer a vertical IT spending map as well as BPO research to cover the Benelux/Nordic area.

Q How does IDC measure up to other IT market research firms in the region?

A We have competition from global competitors (the usual suspects) as well as a number of local competitors, often working in one or a few of the local markets. IDC is the only provider, however, that has local analysts in Sweden, Denmark and the Netherlands. This provides a unique positioning of IDC, leading to many wins over competitors. The footprint of IDC in the market is also strong; the latest media monitoring shows that IDC is the most-quoted market research company in Sweden and Denmark.

Q Why aren't there any IDC offices in Oslo, Brussels or Helsinki?

A The Nordic region and Benelux region are well integrated, and IDC has the same local research portfolio across all countries. This research is covered by analysts in our Danish, Dutch and Swedish offices, where we have decided to concentrate our resources. IDC Nordic also arranges conferences in Norway and Finland, so a local office is not a prerequisite for our activities there.

Q Are there any particularly exciting projects on the horizon?

A IDC Nordic is growing rapidly in a number of business areas such as the conference business and the end-user business — both being important to our growth strategies for the next five years. In the end-user market, we are experiencing a breakthrough on several fronts. A contract with a leading Danish bank for the biggest ever Financial Insights consulting project in Europe has just been signed. We are also expanding our business with the governments of the Netherlands, Sweden and Denmark — currently projects for governments are carried out in all three countries. This supports our strategy to expand the Insights business in the region.

Q To what extent do you collaborate with any of the local IDG offices?

A IDC has well-established relationships with IDG units in most of the countries. IDG is a media partner for many of IDC's conferences in the region, and in Denmark, Sweden and Norway we have an expanded collaboration with IDG for the yearly CIO conference as well as other conferences. IDC also has agreements and collaboration with IDG magazines in the Netherlands, Sweden, Finland (Talentum) and Denmark for regular editorial contributions. In some instances IDC and IDG have been joining forces when addressing customer needs for marketing services, and we see the IDG cooperation bringing increased value to both organizations.

Q Does the Nordic/Benelux region lead in any segment of IT adoption?

A The Information Society Index that IDC produces regarding countries with the highest IT penetration consistently have Nordic and Benelux countries at the top. The most recent study shows that the region takes five of the top seven spots (Sweden, Denmark, Finland, Netherlands and Norway).

IDC Nordic & Benelux t-a-glance

Locations Copenhagen (headquarters), Stockholm, Amsterdam

Number of employees
Including European analysts in European groups: Copenhagen, 27; Amsterdam, 22; Stockholm, 10.

Number of conferences held in FY07
Nordic, 28; Benelux, 6.

Most recent accomplishments
IDC Nordic had the highest sales growth ever in FY07 — an increase of 26% year-on-year — to reach 5.1 million Euros (US$7.5 million). Nordic and Benelux combined has the highest profit ever, reaching more than 600,000 Euros ($883,000). We had a eakthrough in the Benelux onference business in FY07, producing more conferences and realizing a higher profit than ever before.

ARN takes a hair-raising step to build community

Things got a little hairy at Australian Reseller News (ARN) this month.

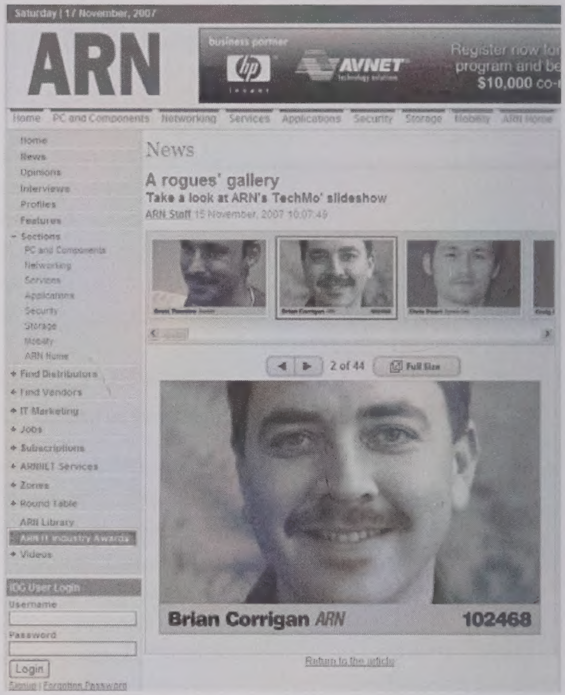
ARN joined scores of other companies in Australia by getting involved with Movember.com, an international initiative that promotes awareness of male health issues by encouraging men to grow mustaches during the month of November.

Participants, known as Mo' Bros, register for the fundraiser with a clean-shaven face at the start of the month and have 30 days to grow and groom their moustache as they collect donations for the Prostate Cancer Foundation of Australia and a national depression initiative, beyondblue. Movember.com was launched in Australia but also has fundraising programs in the U.S., U.K., Canada, New Zealand and Spain.

> *ARN Editorial Director Brian Corrigan decided a novel way to "embrace the ARN community" and support a good cause would be to ask readers to send in photos of their facial hair which ARN staffers have dubbed "TechMo's."*

ARN Editorial Director **Brian Corrigan** decided a novel way to "embrace the ARN community" and support a good cause would be to ask readers to send in photos of their facial hair, which ARN staffers have dubbed "TechMo's," and Publisher **Susan Searle** suggested running the photos online as the month progressed. Corrigan kicked off the effort with an online story on Nov. 14 and a photo of himself and his two-week-old TechMo' (along with the temporary title of CTO: chief 'tache officer). "My facial hair was described as 'cruel and unusual' by one reader. Harsh, but definitely fair!" Corrigan said.

Just a day later, 40 readers sent in their photos, and the story was the most-read item on that day. By Nov. 21, 87 readers had sent in photos. ARN's editorial and sales teams choose a TechMo' of the day to highlight as part of the slideshow, and at the end of the month, ARN readers will vote for their favorites. ARN will donate AU500 (US$441) to Movember.com on behalf of the winner.


Saturday | 17 November, 2007
ARN
business partner
hp
AVNET
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program and be
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PC and Components
Networking
Services
Applications
Security
Storage
Mobility
ARN Home
Home
News
Opinions
Interviews
Profiles
Features
- Sections
PC and Components
Networking
Services
Applications
Security
Storage
Mobility
ARN Home
+ Find Distributors
+ Find Vendors
+ IT Marketing
+ Jobs
+ Subscriptions
+ ARNIILT Services
+ Zones
+ Round Table
ARN Library
ARN IT Industry Awards
+ Videos
IDG User Login
Username
Password
Login
Signup | Forgotten Password
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Full Size
Brian Corrigan ARN 102468
Return to the article

News

A rogues' gallery

Take a look at ARN's TechMo' slideshow

ARN Staff 15 November, 2007 10:07:49

ARN invited its readers to support the fundraiser that is promoting awareness of male health issues in six countries.

Corrigan has contacted Movember.com and is awaiting word to see if organizers are interested in linking to the ARN site.

Unbeknownst to Corrigan at the time ARN launched its TechMo' challenge, IDG Australia Online Producer **Howard Dahdah** is also participating in the fund-raiser.

Write to brian_corrigan@idg.com.au. WU

Short takes

- BtoB Media Business' Nov. 8 issue named IDG Chairman **Pat McGovern**, IDG Communications CEO **Bob Carrigan** and CXO Media President & CEO **Michael Freidenberg** to its list of Who's Who in Business Publishing.
- IDG was listed second behind Fidelity Investments in the Boston Business Journal's recent listing of largest private companies in Massachusetts. It was based on IDG's worldwide revenue for 2007 of $3.02 billion.
- According to the IntelliQuest CIMS Business Study Fall 2007, IDG continues to dominate its competitors in reaching technology buyers and influencers, In the U.S., the combined reach of CIO, Computerworld, Network World, Macworld, and PC World is 3.8 million technology business influencers. IDG reaches 2.9 million more business influencers than CMP Technology and 1.1 million more than Ziff Davis.

Fast fact

For FY07, IDC had 17,450 worldwide media mentions, outpacing both Gartner (15,327) and Forrester (7,401).

IDC also led the industry with 2,410 mentions in Wall Street brokerage reports, compared with Gartner's 2,102 Wall Street mentions.

Request World Update as a PDF

IDG employees can receive IDG World Update as a PDF file via e-mail. To request this service, write to world_update@idg.com. Current and archived PDFs are also available for download in the World Update section of IDG Central (http://www.idgcentral.com).

IDG

Current Jobs, Week of November 26, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computer World						
	Admin	Executive Assistant to CEO	Framingham MA	A. Dros	alana_dros@idg.com	508-988-7870
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	Events	Marketing Specialist	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Editorial	Sr. Editor, IT Channels	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Web Developer	San Francisco CA	S. Scogland	sara_scogland_idg.com	508-935-4161
CXO Media						
	Sales	Sales Development Manager	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
Financial Insights						
	Research	Associate Research Analyst, Financial Insights	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
Global Retail Insights						
	Research	Research Director, Merchandising and Demand Chain - Global Insights	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Retail Store, Channel and Consumer Strategies	Framingham, MA, Irvine CA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Acct Executive	Framingham	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Conferences	Conference Manager	Framingham, MA	Michelle Hockman	mhockman@idc.com	508.935.4133
	Consulting	Consulting Director, Telecom	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Director, Services	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Telecom	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Software	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
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	Marketing	Product Marketing Specialist	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
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	Research	Research Manager, Storage Software	Framingham, MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Security Products	Framingham, MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr Research Analyst, Memory and Short-Range Wireless Semiconductors	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Global SMB Research	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Small and Medium Business Markets: Mobility	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Director, Investment Research - Technology/Media/Telecom (TMT)	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Director, Market Intelligence Advisory Service	Framingham, MA	Michelle Hockman	mhockman@idc.com	508-935-4133
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	Research	Research Analyst, Pricing Evaluation Service	Framingham, MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Business Multiplay	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Business Voice Services	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Global BPO Services: Market Opportunities by Key Business Processes	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
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IDG Connect						
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IDG Corporate Services Group						
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IDG Entertainment						
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	Marketing	Director of Marketing	San Francisco CA	http://careers.idg.com		
	Marketing	Marketing Manager	San Francisco CA	http://careers.idg.com		
	Online	Web Development Intern	San Francisco CA		jobs@gamepro.com	
	Business Development	Online Marketing Intern	San Francisco CA		jobs@gamepro.com	
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Infoworld						
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	Editorial	Site Editor	San Francisco CA	J. Lynch	julie_lynch@computerworld.com	508-820-8162
	Online	Lead Web Designer	San Francisco CA	J. Gardner	jillian_gardner@idg.com	508-935-4041
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	Sales	Sales Rep	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-4336
PC World						
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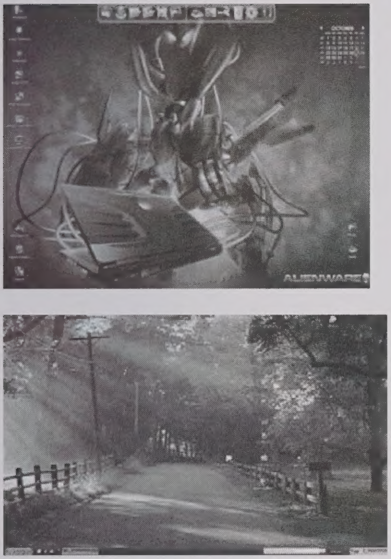
	Edit	Senior Associate Editor	San Francisco CA	http://careers.idg.com		
	Edit	Senior Editor	San Francisco CA	http://careers.idg.com		
	Advertising Operations	Senior Ad Trafficker	San Francisco CA	http://careers.idg.com		
	Sales	Sales Associate	San Francisco CA	http://careers.idg.com		
WEC						
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

Readers respond to PC-Welt call for screenshots of their desktops



Two of the three winners in the traffic-generating desktop screenshot contest sponsored by PC-Welt.

Boredom can be the mother of invention, too. One morning last month, PC-Welt Editor **Panagiotis Kolokythas** was looking for a new desktop wallpaper for his PC because he was tired of his current one when he landed on an idea that had instant — and widespread — appeal to the site's community of readers.

While searching he thought, "I wonder what our readers are looking at?" Every desktop looks different, he noted. "Some people have no icons on the desktop, others prefer to have hundreds of them. So I asked our online readers to e-mail me screenshots of their desktops, saying that I would publish them in an online gallery with the name of the reader." He then said he had the additional thought to turn the idea into a contest. "We have a locker full of free software, so I decided to offer three packages of software. Anyone who sent in a screenshot of their desktop could win."

Within five minutes of posting a notice about the contest on the PC-Welt site, a desktop screenshot landed in Kolokythas' e-mail box. Three weeks later he had posted more than 700 in a gallery on the site at http://www.pcwelt.de/start/dsl_voip/online/news/96487/. The galleries will remain online indefinitely.

He said there were no stipulations as to the originality of any artwork used on a desktop. "Everyone had the opportunity to present their own personal desktop to the public using the wallpaper of their choice, arranging the icons how they liked without any limitations," he said.

The contest ended Nov. 5, and Kolokythas announced his three winners, chosen strictly by personal preference, that day.

During the run of the contest he updated the heavily trafficked galleries every two days and kept readers informed about the updates. Each gallery has 100 screenshots that include the name of the submitting readers and the operating system they use. To date, some 1,040 screenshots have been sent in, Kolokythas said.

Reader feedback was very positive, he noted. "Many readers asked in their e-mails that we publish not only their desktop screenshot but their names and where they live." He added that PC-Welt did not ask permission to use contestants' personal data for future marketing purposes but will in future contests.

Write to pkolokythas@pcwelt.de. WU

CIO Pakistan

continued from page 1

site to establish the brand and develop an audience prior to the publication's launch. "With most things moving onto the Internet, we feel the Web site will help to attract the audience that the print version will come to depend on. That is where our ideal target audience will come from, and also help build a dedicated reader base in the long run, even the ones who may not have access to the print version" she said.

Garib said CIO Pakistan's site will be similar to that of CIO.com in the U.S. but with localized content. "Essentially, everything someone would want to know about the technology and business environment in Pakistan should be there, along with the same kind of content featured in the U.S. and other countries where the CIO network extends. Vlogs and blogs of prominent CIOs will also be a regular feature on the site in addition to the stories and news feeds," she said.

CIO Pakistan will be a controlled-circulation publication with an initial circulation of approximately 8,000, Garib said. She said her team plans to produce quarterly CSO-, CMO- and CEO-branded inserts to test the market for possible future standalone titles. Rasala currently collaborates on several technology events in the local market, but Garib said she hopes to produce additional events under the CIO banner including one tied to the publication's launch and a CIO Year Ahead 2008, modeled on the U.S. event of the same name. They will also look at producing several executive roundtables and an awards program during 2008, she said.

The Web site and publication had been planned to launch several months earlier, but Pakistan's upcoming general elections, now scheduled for January 2008, have caused some temporary market downturns, "though things should be back to normal by February," Garib said. In the meantime, Garib said her team is gathering critical content on the role of technology in a democratic election process, which will likely be featured in the launch issue as well.

The launch [had been planned for] several months earlier, but Pakistan's upcoming general elections, now scheduled for January 2008, have caused some temporary market downturns. In the meantime, Garib said her team is gathering critical content on the role of technology in a democratic election process, which will likely be featured in the launch issue as well.

Rasala Publications was established in 1999. Its parent company, Neoconcept Consultants, was formed the prior year. Four companies now comprise Rasala Group: Neoconcept Consultants, which provides print design and animation services; Rasala Publications, which focuses on content development and publications; Communique Collective, technology PR services and TQ Pakistan, which provides technology and education training programs. In addition to producing its own publications, Rasala also sources content to other media outlets including television and radio.

For more information, contact Rabia Garib at rabia.garib@rasalagroup.org. WU

noteworthy people

New employees

PETER SHORT

Parker

Previously senior account manager with the Allied Group, **Doug Parker** joins IDC Framingham's Emerging Markets, East group as senior account executive. A graduate of the University of Vermont, he holds a B.S. in mathematics and enjoys fly fishing, mountain biking, skiing, golf, hiking and kayaking. *djparker@idc.com*

Director of Business Development **George Moore** comes to IDG Global Solutions' (IGS) Framingham, Mass., office from DNL Global, where he was a marketing and business development consultant. Prior to DNL, he worked for CMP for 12 years and was responsible for designing and selling customized solutions across CMP's U.S. media to large technology vendors such as Oracle, IBM, SAP, Cisco and AT&T. With IGS he is charged with developing integrated revenues from the existing client base as well as new customers. He holds a B.A. in history from Virginia's University of Richmond and an M.B.A. in global marketing from the Thunderbird School of Global Management. He enjoys spending time with his wife and two children, ages seven and four. *george_moore@idg.com*

Customer Support Executive **Bhavya Jagadish** comes to IDC India from Reliance Co., where she was a venture capital coordinator. She will be responsible for all sales support activities and be the primary contact for customer queries. She holds a B.S. in commerce from the University of Mysore. *jbhavya@idc.com*

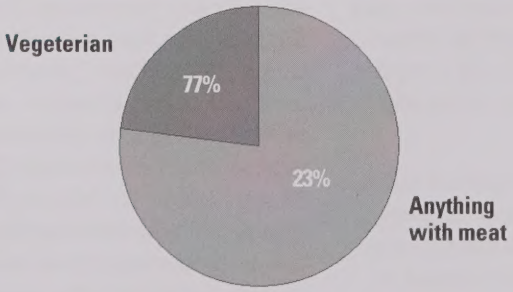
Transfers

IDC Mexico's Director, Enterprise Solutions **Lidice Fernandez** is taking on the same role at IDC Latin America in Miami. She holds an M.B.A. from the Thunderbird School of Global Management and enjoys reading and movies. *lfernandez@idc.com*

All business units worldwide are welcome to send information for the Noteworthy section, including employee awards, speaking engagements and professional development achievements.

Question of the Week for Nov. 19

What kind of dinner are you most likely to order?



Log on to www.idgcentral.com to vote on this week's question:
Have you ever suggested that an acquaintance apply for a specific job opening at IDG?

Coming up

Vietnam e-Government Symposium
Dec. 4-6
Hochiminh City
Vietnam
http://www.idg.com.vn

IT Architect Summit
Dec. 5
Tokyo Conference Center
Minato-ku, Tokyo
http://www.idg.co.jp/english

IDC IT Service Management and ITIL Forum
Dec. 5
New York Marriott
Financial Center
New York City
http://www.idc.com

IT Roadmap: Washington
Dec. 13
Washington Convention Center
Washington, D.C.
http://www.networkworld.com

CSO Executive Seminar on PCI Compliance
Jan. 17
Westin Bonaventure Hotel
Los Angeles
http://www.csoonline.com

CSO Executive Seminar Series on Disaster Preparedness
Jan, 24
New York Marriott East
Side Hotel
New York City
http://www.csoonline.com

IDG U.S. Management Excellence Program
Jan. 29-31
Boston
Contact:
laurie_butson@idg.com

DEMO '08
Jan. 28-30
A Network World event
Desert Springs Marriott
Resort & Spa
Palm Desert, Calif.
http://www.demo.com

IDG European Media Management Institute
Feb. 5-8
Prague
Contact:
laurie_butson@idg.com

Virtualization Executive Forum
Feb. 4
Hotel Nikko
San Francisco
http://www.infoworld.com

European Online Meeting
Feb. 6
Prague
Contact: laurie_butson@idg.com

European Managers Meeting
Feb. 6-9
Prague
Contact:
maggie_murphy@idg.com

IDC Green IT Forum East
Feb. 28
New York Marriott
Financial
Center
New York City
http://www.idc.com

Premier 100
March 9-11
Rosen Shingle Creek Resort
Orlando, Fla.
http://www.computerworld.com

Industry Insights San Jose
March 10
San Jose Convention Center
San Jose, Calif.
http://www.idc.com

IDC Directions 2008
March 11
San Jose Convention Center
San Jose, Calif.
http://www.idc.com

CSO Perspectives Conference
March 16-18
A CXO Media event
Intercontinental Buckhead
Atlanta
http://www.csoonline.com

IDC Directions 2008
March 19
Hynes Convention Center
Boston
http://www.idc.com

Open Source Business
Conference
March 25-26
The Palace Hotel
San Francisco
http://www.infoworld.com

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

30

Shirley Horrocks *IDC U.K.*

20

Lars Dahmén *IDG Sweden*

25

Stephen Josselyn *IDC*

24

Birgit Goetz *IDG Germany*

22

Andrea Kuehler *IDG Germany*

21

Marianne Kraus *IDG Germany*

17

Micheala Maack *IDG Germany*

16

Gaby van Meijnckens *IDG Netherlands*

13

Ilva Schuring *IDG Netherlands*

12

Pavel Kraml *IDG Czech*
Barbara Irvine *IDC*
Diane Elhilow *IDC*
Janis Dempsey *IDC*
Regina Walker *IDC*
Natalia Peksa *IDG Poland*
Alexander Huels *IDG Germany*

11

Tehmasp Parekh *IDC Australia*

10

Frederick Broussard *IDC*
Joseph Howard *IDC*
Patricia Murphy *IDC*
Hyun-Ju Kim *IDC Korea*
Ludovic Poussier *IDC France*
Alexander Mohn *IDG Germany*

9

Alex Manfrediz *IDC*
Jennifer Read *IDC*
Magdalena Sobczynska *IDG Poland*
River Jiang *IDG China*

8

Ralph Sheridan *IDC U.K.*
Daniela Cimino *IDC*
Rena Bhattacharyya *IDC*
Cyrille Chausson *IT News Info*
Lars Harkjær *IDG Denmark*
Hans-Peter van Thiel *IDG Netherlands*
Snjezana Popovic *IDG Germany*

7

David Zajic *IDG Czech*
Brenda Casey *IDC*
Kevin Kane *IDC*
Doug Jaffe *IDC Hong Kong*
Rafal Jakubowski *IDG Poland*
Izabela Poswiata *IDG Poland*
Jean Philippe Bouchard *IDC France*
Rolf Eirik Ringdal *IDG Norway*
Isabella Tillmann *IDG Germany*
Joachim Joestingmeier *IDG Germany*

6

Michelle Bailey *IDC*
Stacy Simler *IDC*
Rene de Wit *IDG Netherlands*
Michael Trier *IDG Germany*

5

Jan Splichal *IDG Czech*
Deborah Stark *IDC*
Philip Allen *IDC Australia*
Anil Kartham *IDC Center for Consultancy and Research/India*
In-Q Han *IDC Korea*

4

Hanne Pedersen *IDG Sweden*
Niclas Söderlund *IDG Sweden*
Liam Gunson *IDC New Zealand*
Ines Pariente *IDG Germany*

3

Rick Nicholson *IDC*
Amit Gupta *IDC New Zealand*
Alexandre Scaglia *IDG Brazil*
Shinji Kozaki *IDC Japan*

2

Douglas Bell *IDC*
Gina Gamble *IDC*
John Powers *IDC*
Lisa Kue *IDC*
Suzanne Beauregard *IDC*
Theodore Dangson *IDC*
Vivian Tero *IDC*
Denis Poillerat *IT News Info*
George Karacalidis *IDG Sweden*
Robert Petranyi *IDG Sweden*
Lain Kovacic *IDC Brazil*
Paulina Salcedo *IDC Brazil*
Jay Yang *IDC Taiwan*
Attaphon Satidkanitkul *IDC Thailand*
Nandish Eregowda-Hoothagere *IDC Center for Consultancy and Research/India*
Jeroen Serré *IDC Benelux*
Jan Horsager *IDG Denmark*
Mikkel Nielsen *IDG Denmark*
Quaker Jin *IDG China*
Øyvind Kvalvågnes *IDG Norway*

1

Aileen Arcilla *IDC*
Christopher Rapp *IDC*
Karsten Weide *IDC*
Mark Kagan *IDC*
Romelle Herring *IDC*
Daniel Ekbladh *IDG Sweden*
Jonas Lenne *IDG Sweden*
Masao Frone *IDC Brazil*
Manjunath Siddaiah *IDC Center for Consultancy and Research/India*
Annie Beh *IDC Malaysia*
Dickie Chang *IDC Taiwan*
Marjan Straathof *IDC Benelux*
Jannik Nielsen *IDG Denmark*
Jason Wen *IDG China*
Cathy Que *IDG China*
Natascha Mössler *IDG Germany*

Any business unit is welcome to send anniversary information to world_update@idg.com.

World Expo offers IDG employees, key clients free access to GreenXchange conference

greenXchange

Are you looking to gain knowledge about the global green marketplace? Have you been tasked with greening your business unit? If so, IDG World Expo has a limited number of complimentary spots available for IDG employees and their key customers to attend the inaugural GreenXchange Global Marketplace Conference. The conference will be held Dec. 10-11 at the Hyatt Regency Century Plaza in Los Angeles. Don't miss out on this unique opportunity to learn about Renewable and Non-renewable Energy, Capitalizing on Green Technology, Climate Change Policy, the Clean Tech Revolution and more.

To reserve your spot visit http://www.greenxchangeexpo.com/register and use priority code GX7World during the registration process.

Calling all 20th anniversary travelers!

World Update will soon begin running occasional profiles of employees who have taken their 20th anniversary trips. If you have recently (within the past year) taken advantage of this unique IDG benefit and would be willing to share some details, we'd love to hear from you. Write to world_update@idg.com.

off line for fun

Congratulations to all our enthusiastic caption contributors. Winner **Nadeem Hood** wil have his choice of an official "Off Line" t-shirt or a copy of Rich Tennant's most recent book of cartoons, *Downloaded*. The honorable mention winners below will receive IDG cell phone mats.

Honorable mentions

"Steve Jobs wasn't kidding about that new time machine feature in Leopard."
Donald Botts *IDG International Publishing Services*

"In our opps review, we all said it's impossible to get blood from a stone. Oarg was brought on to demonstrate how it was done in the old days."
Tracy Floyd *IDC*

"It's really been awhile since we last updated our cubicle layout."
Ian Lamont *Computerworld*

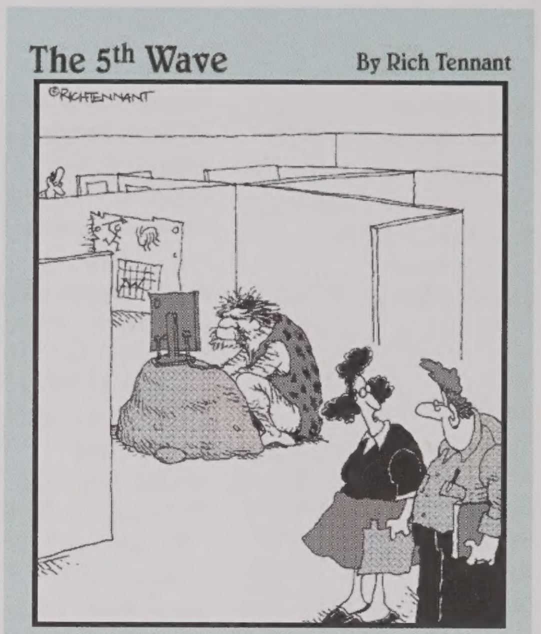
"I still can't figure out how they got dual 1TB Deskstar 7K 1000 hard drives striped together in a RAID 0 configuration inside that rock."
Steven Gray *PC World*

"He's still running Windows 95."
Jennifer Finn *CIO Executive Council*

"It's a 'Back to the Future' thing gone bad."
Jane Jordan *IDG*

"As you can see, Miss Smith, we have a very low turnover rate here; our employees tend to stay for a very long time."
Cheryl Roy *IT World Canada*

"Is that the new GEICO rep?"
Sandy Weill *Computerworld*



"The IT department is ensuring backward compatibility."
Nadeem Hood *CPI International (Dubai)*

"Is cubicle work just like GEICO says? So easy a caveman could do it?"
Nora Freedman *IDC*

"I heard that this new application is so easy that even a caveman could do it."
Glenn Mosesso *IDG*

"So all he could say at the interview was 'I skuzzy.' But he still got the job because we thought he had early experience with iSCSI storage technology."
Ray Boggs *IDC*

Rich Tennant's original caption

"The odd thing is he always insists on using the latest version of Office."

Writing Workshop: The Trouble's We've Seen

*This week on IDG Central, PC World Senior Copy Editor **Steven Gray** and his former colleague, Barbara Lewis, explore a new grammar dimension in their four-times-per-week column. Here's today's tip:*

A weak connection between a pronoun and its referent (i.e., "that") — an all-too-common problem — is likely to confuse readers and slow them down.

Example: "I had one weird issue when a pop-up artifact denoting the filename wouldn't go away. A quick reboot of the system took care of that."

In this example, the reader encounters three singular nouns— "issue," "artifact," and "filename" — before running into the fateful "that" at the end of the sentence. As often happens, the noun farthest away ("issue") is the referent for "that" — but instead of requiring readers to retrace their steps, we could provide a refresher noun at the end of the sentence to help move things along.

Better: "I had one weird issue when a pop-up artifact denoting the filename wouldn't go away. A quick reboot of the system took care of that problem."

See more Writing Workshop tips under the Employee Resources tab on http://www.idgcentral.com. Send your grammar questions to idgcentral@idg.com, and the Writing Workshop team will answer it on IDG Central.

and finally

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

IDG WorldUpdate

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Exemplary business units earn Achievement Awards

The IDG Management Team has selected the following subsidiary offices as recipients of the FY07 Chairman's Achievement Awards. The awards categories change from year to year to reflect IDG's changing business priorities and activities. Winners receive an engraved silver plate and a personal note from IDG Chairman ***Pat McGovern****. The categories for the program, which is designed to be annual, will be announced early in each new fiscal year.*

Highest total company profit margin
Winner: CXO Media U.S.
Runners-up:
IDG Australia
Macworld U.S.
IDG World Expo U.S.
Computerworld U.S.

Highest total company percentage point profit margin increase
Winner: IDG Australia
Runners-up:
CXO Media U.S.
Macworld U.S.
IDG Hungary
IDG Netherlands

Highest percentage increase in online revenue
Winner: IDG Japan, Inc., Computerworld Online
Runners-up:
IDG Australia, PC World Online
IDG India, CIO.in
IDG Australia, Good Gear Guide Online
IDG Romania, Computerworld Online

Highest percentage increase in page views
Winner: IDG Switzerland, CW Schweiz Web Site
Runners-up:
IDG Australia, Good Gear Guide Online
IDG Japan, Inc., Computerworld Online
IDG Australia, CIO Online
IDG Korea, IT World Korea Online

Highest percentage increase in unique visitors
Winner: IDG Australia, Good Gear Guide Online
Runners-up:
IDG Japan, Inc., Computerworld Online
IDG Netherlands, GameZ
IDG Netherlands, Zoom Online
IDG Switzerland, CW Schweiz Web Site

Highest percentage increase in revenue per visit
Winner: IDG Czech Republic, GameStar Online

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IDG Entertainment test drives "franchise sites"

Five new sites augment current offerings; appeal to larger audiences

OMG, IDG Entertainment launched five new audience sites!!! That level of enthusiasm could well be expressed by contributors and visitors who check out the San Francisco-based business unit's new offerings.

Each site was created to offer a new line of content to attract additional audiences to IDG Entertainment's (IDGE) network of sites, "audiences that our existing sites may not completely be able to attract with existing resources and offerings," said IDGE Director of Online Product Development **Craig Eastman**. The sites launched in October, and Eastman said that IDGE intends to introduce four to six new sites each fiscal quarter.

The new sites include the following:

- http://www.omghalo.com is part of IDGE's OMG (Internet vernacular for 'Oh, my God') Web sites that focus solely on a particular topic, in this case Halo, the market's largest software game brand.
- http://www.omgnintendo.com focuses on all things Nintendo and offers product pages for gaming titles such as Super Mario Galaxy, Wii Sports, Super Smash Brothers and others.
- http://www.omglists.com is a collection of interesting, original pop-culture lists created by citizen journalists.
- http://www.gamegirl.com is run by six female gamers from the IDGE community who provide product content and publishing tools to create gaming information from a female perspective.
- http://www.sucksorrules.com is a viral, 100% user-generated content social network site based on cre-

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IDG Communications Leadership Team meets to set goals for 2008

IDG Communications CEO ***Bob Carrigan,*** *an accomplished banjo player, took a few minutes to entertain colleagues after dinner.*

Members of the IDG Management team include (l-r): VP/Business Operations and General Counsel ***Kevin Krull****, IDG International Publishing Services President & CEO* ***David Hill****; IDG Chairman* ***Pat McGovern****; IDG Communications CEO* ***Bob Carrigan****; IDG Communications SVP/Online* ***Colin Crawford****; and IDG CFO* ***Ted Bloom****. (Not pictured: VP/International Finance* ***Keith Arnot****).*

HOWARD SHOLKIN

The IDG Communications U.S. Leadership Team (comprising the leaders of IDG Communications' business units) and members of the IDG Management Team met last month to review 2007 accomplishments and plan strategy for 2008. The discussions included how to work with the measurement agencies to obtain the most accurate online metrics for IDG sites, how IDG compares to its competitors, and a review of online trends. The group was joined by guests from IDG Ventures and IDC at a dinner that evening.

Independent report from Outsell validates IDC's vertical market growth strategy

An independent report issued last month contains good news for IDC that should put everyone in a holiday mood.

Noting that "on the whole, IDC has a lot to be proud of," the Outsell, Inc. report, "IDC Grows Vertically through Insights Product Line," validates the company's vertical market growth strategy. During the past five years, IDC has created six Insights businesses: Energy Insights, Financial Insights, Government Insights, Health Industry Insights, Manufacturing Insights and Global Retail Insights.

The report outlines IDC's overall position in the $2.6 billion worldwide information technology and telecommunications research sector and how IDC's recent expansion efforts have strengthened its position in this competitive market.

"For the IT and telecom research industry, IDC provides a good best-practice example of developing and rolling out a number of vertical services, with a commitment that is second to none in this segment, in our opinion," the report states.

The report also cites IDC's "strong product line, good customer satisfaction as evidenced by strong renewal rates and positive scores from Outsell's research on end users and proven business model that has continued to do well over the years."

IDC is the largest private company in this sector and the second largest company overall. With more than 950 analysts, IDC also has the largest research staff in the sector. The report points out that IDC has the sector's highest concentration (59%) of analysts among its employees.

IDC's commitment to global coverage is identified in the report as a key strength, "especially in comparison to other large IT and telecom research firms." In 2006, IDC added a total of 20 new countries to its research portfolio bringing the total number of markets it reports on to an industry-leading 93.

"IDC is pleased to see its core commitment to provide industry-leading research, global coverage and vertical industry knowledge recognized by Outsell," said IDC President & CEO **Kirk Campbell**. "Due to our unprecedented investments in industry research, IDC now has the fastest growing end-user advisory business among the large market intelligence companies."

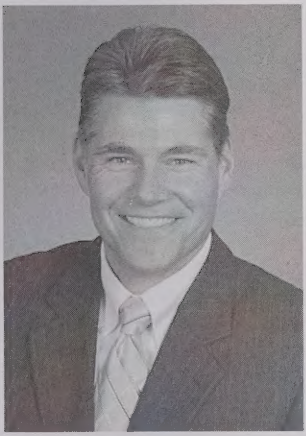
For more information, contact IDC Public Relations Director **Michael Shirer** at mshirer@idc.com. To download a copy of the Outsell report, visit http://www.idc.com/research/outsell.jsp. WU

Excerpts from Outsell's Executive Summary

- IDC is the second largest IT research company in the world, surpassed only by Gartner in market share, with 2006 revenue of $297 million and 12% share of the worldwide $2.6 billion market. 2007 is expected to be a strong year with a growth rate of 9% to 11%.
- IDC currently has more than 950 analysts. It has more analysts worldwide than any other analyst firm and a high concentration of analysts among its 1,600 employees (59% of employees).
- IDC has three basic business lines: subscription, consulting and conferences. Subscription revenues command the lion's share of revenues at 67%, with strong 12% growth in 2006. IDC's conferences were a bright spot with 25% growth in 2006.
- One of IDC's key strengths, especially in comparison to other large IT and telecom research firms, is its substantial geographic footprint outside the U.S. at 53% of revenue.
- IDC has demonstrated a solid approach for concentrating on and carving out the Insights product lines based on a core of best practice and benchmarking metrics. Each of the verticals products has specific deliverables that meet the needs of that vertical industry, underscoring IDC's philosophy that one size will not fit all.

one on one the interview

Michael Carroll
PC World senior VP, group president, is this week's columnist. Contact him at michael_carroll@pcworld.com.



Q Earlier this year Macworld and PC World print and online sales teams joined forces for three days of integrated sales training. Was this new?

A PC World and Macworld have been very successful selling print and online. In the past, we always felt that each area was best served by having its own dedicated sales reps.

However, over time we've seen a lot of changes in print and online. Print revenue is dropping while online is growing. Many clients now view print and online as a joint effort, as do most agencies. They see the benefits of both and want to leverage investments in both areas to increase ROI. Also, many of these clients and agencies now want one point of contact for both print and online. We decided to integrate the previously separate print and online sales teams at Macworld and PC World.

Q What were the challenges in that?

A Many of the print people had never sold online so they needed a lot of training. Many of the online sales people had not sold print for years and needed a refresher course to get them back up to speed. And then there was bandwidth. How can someone who covered just one area full time now take on another full-time area? How do we give them enough sales support? How do we manage being in the field while also putting together RFPs for both print and online, knowing that online is a quicker turnaround but much more complicated?

After much thought and speaking with most of the IDG business units, we devised a plan to get our reps up to speed quickly. Knowing from the get-go that this could be not be done overnight, the strategy was to get both teams up to speed for FY08.

Q How did you meet those challenges?

A The first thing we did was to divide up the sales territories. The territories are now smaller and designed to minimize travel, which makes the sales people more efficient in the field. At PCW, we put an associate publisher, Online (**Mark Barreca**) in place to take the lead for online sales as well as one for print sales (**Kathy McKay**). At MW, Publisher **Paul Zampitella** took on the role of leading print sales, giving the associate publisher/Online position to **Paul Bonarrigo**. These positions are strategic and charged with helping each rep overcome any client or agency objections, assisting in sales calls, authorizing rates and helping those reps who need a bit more support. We also brought in two inside telemarketers to sell space on PCWorld.com and Macworld.com. Their main focus is lead generation, but they also prospect small accounts. Since we already have a strong print inside rep with Senior Manager, Sales Development **Duane Hampson**, we left that position as it was but expanded his role to include selling some online and outside print so everyone on the staff was fully integrated.

Q What went on at your sales meeting?

A The purpose of the meeting was to get everyone as knowledgeable as possible as quickly as possible. The first day was designed for those who knew little about online; it was a real back-to-basics course. Everything from describing basic ad units to filling out online RFPs to monitoring campaigns was covered. Selling a monthly print magazine is a lot different than selling online. Online is daily, and you are constantly closing. With online, after-the-sale is just the start of the process. You have to make sure the placement is right, that it goes live when it's supposed to, that the creative comes in and works, and then watch the campaign to make sure it's working the way the client wants it to and, if it's not, have an alternative plan to go back to the client with.

The second day of the meeting was focused solely on integrated sales — how to sell both print and online together. The key here is to not just focus on one area but both. You need to be very articulate on all aspects of the benefits to be able to do that. You also have to be careful not to push one over the other. With more advertisers looking at online, the demise of print can be a self-fulfilling prophecy if all you sell is online. Of course, in the end you will always do what the client wants; it's the sales rep's job to show advertisers why an integrated solution is the best use of their marketing dollars.

"It's the sales rep's job to show advertisers why an integrated solution is the best use of their marketing dollars."

Q Were there any changes in how the sales staffs are supported?

A We have one sales assistant for every two sales reps at PCW; at MW we have one assistant for four reps. Now that each rep is selling both print and online, the sales assistant roles are growing as well. So we decided to create an assistant pool that would allow for greater bandwidth where needed.

By working together, sharing experiences and information, we can overcome any obstacles. All of our marketing materials are now under one umbrella, and all of our pitches cover both print and online. By making this a complete package, our sales people and their assistants can be a better resource to the client and more efficient at the same time.

A fuller version of Carroll's column can be found in this issue on IDG Central at http://www.idgcentral.com.

Employees are encouraged to send suggestions for columnists they would like to see on this page. All questions, including those for the IDG Management Team, will be passed along anonymously. Write to world_update@idg.com.

U.S. Media Management Institute looks at online-centric publishing

For more information on the IDG Media Management Institute and other IDG training programs, contact Laurie Butson at laurie_butson@idg.com.

Participants in last month's Media Management Institute (MMI) spent three days developing a clearer understanding of IDG business as well as the challenges facing the company as it continues to adapt to the business realities of an online-centric publishing operation. Held in downtown Boston, the MMI included 22 key contributors from 15 business units and service groups, each of whom was nominated for participation by their business unit leadership and management teams.

During the course of the three days, participants heard from 18 IDG leaders and subject matter experts including IDG Communications CEO **Bob Carrigan**, who spent two hours answering participant questions, and IDG Communications Executive VP Online **Colin Crawford**, who outlined some of the more significant trends affecting the online space. Other speakers included CXO Media President & CEO **Mike Friedenberg**; **Martha Connors**, VP/Group GM, Computerworld, CXO Media and InfoWorld; **Gregg Pinsky**, group publisher Online, Computerworld and InfoWorld; **Steve Pelosi**, finance manager, IDG; **Janet King**, general manager/VP, IDG Research Services; **Dan Gallagher**, VP of audience development & architecture, Network World; and **Ellen Daly**, VP, Executive Programs, CXO Media.

*(Front, l-r): **Eric Dahl**, PC World; **Patrick Kenney**, IDG International Publishing Services; **Tom Kroon**, Network World; **Per Melker**, CXO Media. (Seated, l-r): **David Lake**, PCW/Macworld; **Ian Lamont**, Computerworld; **David Baron**, IDG Connect; **George Hu**, IDG Entertainment; **Wayne Humphrey**, IDG Corporate Services Group; **Jeremy Rueb**, IDG Corporate Sales; **Melinda Kendall**, IDG World Expo. (Back, l-r): **Olga Rybak**, IDG Communications; **Susan Murray**, CXO Media; **Kate Zinn**, IDG Corporate Sales; **Rob Giuffre**, IDG Entertainment; **Bob Gleason**, IDG Technology Services Group; **Eric Cormier**, Network World; **Beth Ramistella**, CXO Media; **Joe Tersigni**, IT World Canada; **Sean Nakamura**, InfoWorld; **Jen McKean**, IDG Research Services; **Sharon Machlis**, Computerworld.*

IDG WORLD UPDATE

New this year was a panel of speakers that discussed content in a session entitled Current Pulse of Content and Editorial. Editors-in-chief **Eric Knorr** (InfoWorld), **Elizabeth Heichler** (IDG News Service), **Dan McLean** (IT World Canada), and **Abbie Lundberg** (CIO magazine) presented varying perspectives on the role of content. Another new and highly rated session, Leads, Lists and Databases, was led by **Frank Cutitta**, general manager, IDG Connect, **Andrew Sambrook**, general manager, IDG List Services; and **Sarah Welcome**, customer intelligence manager, IDG Technology Services Group. A session on Community featured presentations from **Ian Lamont**, senior online projects editor, Computerworld, and **Kellie Parker**, online community manager, PC World and Macworld.

Participants worked on a case study that centered on a fictitious business unit attempting to increase profit margins and change its current mix of print, online and events businesses. Each team prepared a three-year-plan that it presented to a "board" comprising IDG Communications SVP Sales & Marketing **Matthew Yorke** and IDG CFO **Ted Bloom**.

Developed by **Alana Dros**, director, Human Resources Services Division, and IDG Training & Development Manager **Laurie Butson**, the meeting's agenda was designed to reflect the overall IDG business landscape, Dros said. Dros and Butson served as meeting hosts, along with Senior Training and Development Coordinator **Erin Brennan**, who handled all meeting logistics.

Achievement Awards

continued from page 1

Runners-up:
IDG Romania, Computerworld Online
IDG Denmark, Job World Online
IDG Sweden, Special Projects Online
IDG Romania, PC World Online

Highest percentage increase in registered users on a Web site
Winner: IDG Germany, Digital World Online
Runners-up:
IDG Netherlands, Zoom Online
IDG Poland, Portal/JobUniverse Online
IDG Germany, GamePro Germany Online
IDG Germany, MacWelt Online

Highest percentage increase in a business unit's event revenue
Winner: IDG Denmark
Runners-up:
IDG Korea
IDG Germany
IDG India
IDG Norway

Highest increase in a business unit's event profit margin
Winner: IDG India
Runners-up:
IDG Germany
IDG Czech Republic
CXO Media U.S.
Network World U.S.

Best new event launch
Winner: IDG World Expo U.S., Next Generation Data Center Event

Best new Web site launch
Winner: IDG U.K., CIO Database Online
Runners-up:
IDG U.K., CIO Online U.K.
IDG U.K., ComputerworldUK.com
IDG Netherlands, Techworld Online
IDG Spain, PC World Online
IDG Czech Republic, IDG.net.cz

IDG Corporate Boviard STAR AWARD Program

Once again IDG presents the Corporate Boviard STAR Award Program! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

Awards are presented twice a year. A maximum of three awards are given.

Who Can Be Nominated?

All Corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of members of the STAR Award selection committee, Ted Bloom, CFO & treasurer; Jayne Enos, vice president, corporate taxes; and Alana Dros, director, Human Resources Services Division.

IDG Corporate Accounting
IDG Corporate Support Center (Chairman's Office)
IDG Global Solutions
IDG Corporate Credit
IDG Corporate Finance
IDG Corporate Tax
IDG Corporate Legal

IDG Human Resources
IDG Information Services
IDG List Services
IDG Research Services
IDG International Publishing Services (G&A, Licensing, IDG News Service, IDG Corporate Communications, *IDG World Update*)

Please use the nomination form on the reverse side to nominate an IDG Corporate Employee who has provided exemplary Service, Teamwork And Results for your operating unit. Corporate IDG employees may nominate other Corporate IDG employees for this award. Please take a minute to nominate someone who is deserving of this special award!

Each STAR Award winner will receive a cash prize as well as a star-shaped crystal paperweight.

Nominations must be submitted by December 21, 2007.
Please use form on reverse side.

IDG Corporate Boviard STAR AWARD Program

Recipients of the Corporate Boviard STAR Award will be selected from nominations received by the award's selection committee. The names of award recipients will be published in the *IDG World Update*.

Employee Name: ______________________________

Title: ______________________________

Department: ______________________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK?**

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

Nominated by: ______________________ Date: __________

Title: ______________________________

ALL nominations must be submitted by Dec. 21, 2007. Send nominations to Kathy Toffoloni, IDG CSG, 5 Speen Street, Framingham, MA 01701, via mail, interoffice mail or fax: 508-935-4675.

IDG

Current Jobs, Week of December 10, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computer World						
	Admin	Executive Assistant to CEO	Framingham MA	A. Dros	alana_dros@idg.com	508-988-7870
	Events	Business Development Specialist	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Marketing Specialist	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Editorial	Sr. Editor, IT Channels	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Online	Web Developer	San Francisco CA	S. Scogland	sara_scogland_idg.com	508-935-4161
CXO Media						
	Sales	Sales Development Manager	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Sales	Online Sales Account Services Specialist	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
Financial Insights						
	Research	Research Director, Financial Insights	Framingham, MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Associate Research Analyst, Financial Insights	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
Energy Insights						
	Research	Research Analyst, Energy Insights	Framingham, MA	Michelle Hockman	mhockman@idc.com	508-935-4133
Global Retail Insights						
	Research	Research Director, Merchandising and Demand Chain - Global Insights	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Retail Store, Channel and Consumer Strategies	Framingham, MA, Irvine CA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Acct Executive	Framingham	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Conferences	Conference Manager	Framingham, MA	Michelle Hockman	mhockman@idc.com	508.935.4133
	Consulting	Consulting Director, Services	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Telecom	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Software	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Editorial Manager	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-4336
	Marketing	Marketing Intern	Framingham, MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Research Manager - IT Market and Strategies	Framingham, MA	Annmarie Allen	aallen@idc.cm	508-935-4137
	Research	Part time Consultant, Retail Data	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Group VP Global Telecom Research	Europe or US Based	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Storage Software	Framingham, MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr Research Analyst, Memory and Short-Range Wireless Semiconductors	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Global SMB Research	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Small and Medium Business Markets: Mobility	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, PC Tracker	San Mateo, CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Pricing Evaluation Service	Framingham, MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Business Multiplay	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Business Voice Services	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Global BPO Services: Market Opportunities by Key Business Processes	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Vertical Markets	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sales Representative, Industry Major West Accounts	San Mateo, CA	Annmarie Allen	aallen@idc.cm	508-935-4137
	Technology	Product Manager-IDC.com	Framingham, MA	Annmarie Allen	aallen@idc.cm	508-935-4137
IDG/Central Services						
	Office Services	Office Services Coordinator	San Francisco CA	http://careers.idg.com		
IDG Corporate Services Group						
	IS	Jr. Technology Analyst	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Entertainment						
	Edit	Editorial Intern	San Francisco CA		editjobs@gamepro.com	
	Marketing	Director of Marketing	San Francisco CA	http://careers.idg.com		
	Marketing	Marketing Manager	San Francisco CA	http://careers.idg.com		
	Online	Web Development Intern	San Francisco CA		jobs@gamepro.com	
Infoworld						
	Admin	Office Coordinator	San Francisco CA	J. Gardner	jillian_gardner@idg.com	508-935-4041
	Sales	National Online Sales Leader	San Francisco CA	J. Lynch	julie_lynch@computerworld.com	508-820-8162
	Editorial	Executive Editor	San Francisco CA	J. Lynch	julie_lynch@computerworld.com	508-820-8162
	Editorial	Site Editor	San Francisco CA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
	Online	Lead Web Designer	San Francisco CA	J. Gardner	jillian_gardner@idg.com	508-935-4041
Macworld						
	Edit	Associate Editor	San Francisco CA	http://careers.idg.com		
Manufacturing Insights						
	Research	Research Manager, Manufacturing Insights	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sales Rep	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-4336
Network World						
	Events	Event Registrar & Customer Service Manager	Southborough MA	E. Cormier	careers@nww.com	508-490-6454
	Sales	Client Services Manager	Southborough MA	E. Cormier	careers@nww.com	508-490-6454
PC World/Macworld						
	Advertising Operations	Ad Ops Coordinator	San Francisco CA	http://careers.idg.com		
WEC						
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

New IDC South Africa team hosts first conference

IDC South Africa Country Manager **Nicola Quinn** (left) and Conference Specialist **Nono Mokonyane**.

IDC South Africa, a subsidiary office that opened its doors in July, hosted its first conference in Johannesburg on Nov. 20.

Sponsored by Alcatel-Lucent, AMD, Nokia for Business, EMC and local SAS partner Sasuka, the IT Infrastructure Roadshow attracted 142 attendees, 75% of whom were end users. Most of them represented financial services, banking and government institutions.

After a welcome address by IDC South Africa Country Manager **Nicola Quinn**, **Robert Rosenthal**, research manager, Verticals, IDC Middle East & Africa, spoke about infrastructure simplification and virtualization. Additional presentations from outside speakers addressed mobility, security, energy efficiency, information infrastructure and business intelligence.

The IT Infrastructure Roadshow's itinerary included stops in Nairobi (Sept. 11), Lagos (Nov. 28), Cairo (Dec. 3) and Casablanca (Dec. 5). Each half-day conference featured an analyst from a local IDC office as well as local vendor representatives.

IDC previously had a partnership with a South African research firm for 15 years, but with the opening of IDC subsidiary offices in Kenya, Nigeria and Morocco last year, the time was right to establish a direct presence in South Africa.

In addition to Quinn, who previously was the custom research director at The Nielsen Company and has more than 20 years of experience in local and regional research, the team includes four seasoned research analysts and a conference specialist. Additional staff may be added in early 2008.

IDC South Africa analysts **Varsha Gokool**, **Pieter Kok**, **Hannes Fourie** and **Hein Greyling**.

"Africa and particularly South Africa is a key growth market for all players in the IT industry," Quinn said. "The South African IT market is now worth more than US$8 billion and is relatively well-developed, with both the corporate and government sector expenditure showing significant growth."

Write to Nicola Quinn at nquinn@idc.com. For details on the IT Infrastructure Roadshow series, go to http://www.idc-cema.com/?showproduct=31019.

New sites boost page views

The idea behind the new sites, according to IDGE Director of Online Product Development **Craig Eastman**, was to create a cumulative base of new page views and unique visitors that IDGE would not have had without this new content.

Three of the new sites gave IDGE almost 300,000 page views in their first month.

IDG Entertainment

continued from page 1

ating rating battles (between, for example, two photos of leaping animals) and sending them to friends to vote on. The underlying functionality of this site will become the basis for upgrading community functionality on all IDGE sites, Eastman noted.

Eastman said each site has one IDGE editorial administrator to monitor the site and lead its production. "Where appropriate, IDGE offers its database of product-related, aggregated content to provide robust content offering. Omghalo.com is the first of what we call 'franchise sites,' which are dedicated not only to a title, but a franchise of titles like Halo, Halo 2, Halo 3 and Halo 2 PC. These sites offer full product pages with content related to each franchise sequel."

Original site content comes from a group of contributing writers working with one freelance lead writer and the site's IDGE administrator to collectively offer content with the voice established by the group. "They are encouraged to post as much as they want, when they want and upon whatever topics they want," Eastman said. "Ideally, we want the writers to create a persona for themselves, and, in the end, develop a new voice for each focused topic that will stimulate discussion and a feeling of personal connection with the writers."

Utilizing IDGE's three-year-old global community registration, users from all sites can use one log-in and carry their community persona to all IDGE sites.

"These are simple, focused sites." Eastman said. "Our hope is that the GamePro brand will lend some authority to them and provide a unique perspective that isn't from just the traditional, professional editorial base of the gaming industry but from the gamers themselves. The combination of these new sites and the strength of our other main properties will offer more information and perspective, appealing to an even bigger audience."

Contact Craig Eastman at ceastman@idg-entertainment.com.

noteworthy people

Promotions

Nguyen

CXO Media Online Producer **Joe Nguyen** has been promoted to senior producer. "As anyone who has worked with him will attest, Joe's skills as a listener, a producer and a communicator are fantastic," said **Matthew Goebel**, managing producer with the Computerworld/CXO Media Online Publishing Group. "I'm excited to move Joe into a position where we can leverage those skills and his commitment to our success to even greater benefit."
jnguyen@cwcxo.com

New employees

Blondin

PETER SHORT

Marketing Manager **Michelle Blondin** comes to IDC Framingham from Alstom where she was a product marketing manager. At IDC she will be handling marketing for a variety of new business initiatives groups. She holds a B.S. in business marketing and management from the Rochester (N.Y.) Institute of Technology and enjoys rowing, running and travel.
mblondin@idc.com

Sally Taylor-Phillips joins IDC Australia's sales and marketing team as marketing communications manager after three years in public relations and marketing at Whitech Software Solutions in Sydney. She holds a B.A. in communications, specializing in public relations and organizational communication from Charles Sturt University in Bathurst, New South Wales. Her interests include reading, creative writing and travel.
staylor@idc.com

Also new on IDC Australia's sales and marketing team is Business Development Manager **Mike Dahdah**. He was previously a territory manager with Cadbury Schweppes. He holds a Certificate IV in business management from Baulkham Hills TAFE (Technical and Further Education) in Sydney. His interests include music, sports and natural therapies.
mdahdah@idc.com

IDC U.S. announces sales awards

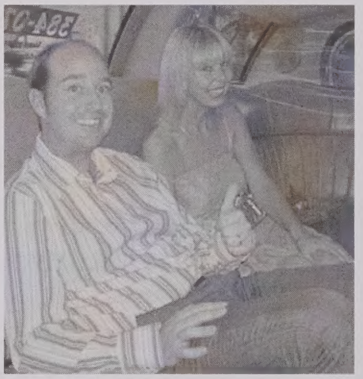
*IDC recently announced its Q3 and year-end U.S. sales awards. Among those honored from the Framingham, Mass., office were (back, l-r): **Ken Hoyt**, **Dorothy Merullo**, **Lauren Fitzgerald** and **Ernest Lefebvre**. (Front, l-r): **Luisa Garcia** and **Jennifer Lewis**. For a complete list of winners, see this article on IDG Central.*

IDG's Sweden's Fredrik Agren shares Vegas vows with PC for Alla community

***Fredrik Agren** suits up for the ceremony.*

At every Global Media Institute (GMI), attendees are asked to share one surprising fact about themselves with colleagues. At last February's GMI, **Fredrik Agren**, editor-in-chief at IDG Sweden's PC for Alla, raised a few eyebrows when he told the group he intended to renew his wedding vows with his wife Maria in Las Vegas dressed as Elvis Presley. Last month, he made good on his promise in a ceremony that was streamed live from the Viva Las Vegas wedding chapel and watched by not only friends and family but also PC for Alla readers, many of whom left messages for Agren on the PC for Alla Web site.

The ceremony had its origins in a casual conversation some years back, Agren explained. "My wife and I were talking about visiting Las Vegas. She'd never been though I'd visited several times to cover the Consumer Electronics Show," Agren said. "My wife now claims that I expressed an urge to get remarried dressed as Elvis," though Agren said his memory of that part of the conversation is less clear.


Fredrik and his wife Maria leave the chapel after renewing their vows.

MARLEN CALE

At any rate, the discussion was largely forgotten until earlier this year, when Agren and his wife booked a trip to Las Vegas with some close friends. "Suddenly, my wife reminded me about our years-ago conversation and told me she had booked this ceremony where we would remarry with me dressed as Elvis."

As soon as he learned that the ceremony would be broadcast over the Internet, Agren said he approached PC for Alla Online Editor **Pontus Jeppsson** about ways they might use the event to boost traffic and draw the community closer together. An article posted on the site the Friday before the ceremony, invited visitors to check back Sunday night at midnight (3 p.m. on Saturday Las Vegas time) as something "out of the ordinary" would be broadcast at that time.

"Sadly," said Agren, the late hour seems to have depressed viewership, although many who did manage to stay up left comments. "One viewer was concerned that my staff had broadcast the ceremony without my knowledge," Agren said, "and a number of others commented on the quality of the video resolution." Agren said his favorit comment came from an astute viewer who complimented the "editor's superb imitation of Elvis's moves."

Colleagues who would like to check out the video can visit http://vivalasvegasweddings.com and click on the link for archives. You may contact The King at fredrik.agren@idg.se.

WU

service anniversaries

Congratulations to the following employees who are celebrating anniversaries with the company.

20
Karen Timons *IDC*
Lucinda Borovick *IDC*

19
Mary Ann Doolin *IDG List Services*

17
Sagrario Fernandez *IDG Spain*

16
Kristen Kim *IDG*
Mar Cabanas *IDG Spain*
Mauro Calderara *Nuov@Periodici Italia*

14
Avneesh Saxena *IDC Hong Kong*

13
Rodney Barnes *PC World*
Elizabeth Martinez *Network World*
Neal Weinberg *Network World*

12
Kathleen McKay *PC World*

11
Kimberly Saccio-Kent *PC World*
Diane Bobbitt *IDG*
Annabelle Ducellier *IT News Info France*
Shigeru Nakabayashi *IDG Japan*

9
Matthew Newton *PC World*
Laura Hilliard *IDG Global Solutions U.K.*

8
Michael England *PC World*
John Cooney III *IDG*
Michael Guerin *Network World*
Merle Sandler *IDC*
Rachel Lo *IDC Singapore*

7
Viggo Bjerre *IDC Nordic/Denmark*
Alexander Motsenigos *IDC*
Miriam Kutcher *IDC*
May Fung *IDC Hong Kong*
Selina Ang *IDC Singapore*
Saphhire Yong *IDC Singapore*

6
John Klingstedt *IDG Entertainment*
Jill O'Toole *IDG*
Helen Flagg *IDG List Services*
Anne-Sophie Dankens *IDC*

5
Suifran Mak *IDG Entertainment*
Katherine Snow *PC World*
Ronald Moreau *IDG World Expo*
Sheri Cottreau *IDG World Expo*
Nils Molin *IDC Nordic/Sweden*
Glede Browne-Kabongo *IDC*
Rishi Ghai *IDC Australia*
David Senf *IDC Canada*

4
Jackie Dove *Mac Publishing*
Alka Tandan *IDC Canada*

3
Robert Huseby *IDG Entertainment*
Michael Garity *Network World*
Jennifer Hallett *Network World*
Jane Wilbur *Network World*
Danielle DeMao *IDC*
Nicholas Bisconti *IDC*
Bernard Dai *IDC China*
Jenna Griffin *IDC New Zealand*

2
Gerard Pintal *IDC*
Lotta Ahman *IDG Sweden*
Christopher Real *IDC Mexico*
Natalia Villacampa *IDG Spain*
Yasushi Okawa *IDG Japan*

1
Robert Cardin *PC World*
Thomas Drummond *IDG U.K.*
Eileen Smith *IDG Human Resources*
Ian Mentiply *Computerworld*
Susan Peterson *IDG World Expo*
Jonathan Brodkin *Network World*
Jonathan Summey *Network World*
Barclay Rockwood *IDC*
Graeme Wong *IDC Australia*
Monica Damian *IT World Canada*
Jop van Gerven *IDG Netherlands*
Tatiana Americano *IDG Brazil*
Tomoko Akagi *IDC Japan*

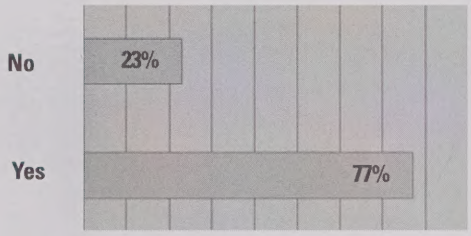
Please note: Any business unit wishing to have its employees' anniversary dates listed in this column is invited to send the appropriate information to *IDG World Update* at world_update@idg.com.

IDG CFO Ted Bloom celebrates 40-year anniversary with IDG

*IDG Chairman **Pat McGovern** hosted a celebratory dinner for **Ted Bloom** (r) at Boston's Four Seasons Hotel to mark the occasion of his 40th anniversary with IDG. Bloom began his IDG career in the mailroom in November 1967, and he rapidly advanced within the company becoming the chief financial officer of IDG in 2002. As McGovern (l) said at the dinner while presenting a specially engraved golf putter to Ted, "Ted, we couldn't have done it without you!"*

Question of the Week for Nov. 26

Have you ever recommended that an aquaintance apply for a specific job opening at IDG?



Log on to www.idgcentral.com to vote on this week's question: Will you be making any New Year's resolutions for 2008?

In memoriam

Josef Lohner

IDG Germany CFO **Josef Lohner** passed away unexpectedly on Dec. 5. He had been with the company since 1979.

"IDG Germany has lost one of our best and most experienced managers," said IDG Germany Managing Director **York von Heimburg**. "Sepp did a great job in developing the success story that our company has become. We all will miss him."

celebrating 10!

Name
Keith Kmetz

Home
Plainville, Mass.

Joined IDC
August 1995 as Research Manager, Multifunction Peripherals

Current title
Program Vice President, Hardcopy Peripherals. I manage a talented team of qualitative (CIS research) and quantitative (U.S. tracker) analysts. I also make sure that our clients continue to be happy with our analysis and service.

I joined IDG because
Three main reasons: 1) It gave me an opportunity to prove my capabilities by essentially running my own business but with the resources of a large company. 2) It was a high-profile job that provided insight to executives making critical business decisions based on IDC's information and 3) I was once an IDC competitor and an IDC client (not simultaneously, of course), so I knew the company was well-respected.

What's kept you at IDG for 10 years?
Even after all these years, the three main reasons I joined the company still hold true today.

Best compliment you've ever received on your work?
A senior executive from one of my client companies introduced me to a group of his customers as his friend (I was giving a presentation to these customers). Analysts should strive to be trusted advisors to their clients and, in this case, to be thought of as a friend meant that I had succeeded in achieving this objective.

Interests outside the office
Racquetball, bicycling, Boston sports teams, theater.

Family
My wife Karen and I have two sons Tom, 23, and Cory, 20.

What accomplishment at work are you most proud of?
Launching the multifunction peripheral business for IDC in 1995 and continuing to grow this business as it has evolved into a hardcopy service practice.

What's currently in your CD player?
"Strange Weirdos" by Loudon Wainwright III.

What book is on your bedside table?
"The Purpose Driven Life" by Rick Warren.

Last good deed?
Donated a Thanksgiving dinner to a needy family.

*IDC's **Keith Kmetz** (l) was the guest of IDG Chairman **Pat McGovern** at a dinner celebrating his decade of service to the company.*

Childhood ambition?
To be a member of the Boston Red Sox (they still haven't called).

First job
I washed pots and pans in the dining hall of what was, at that time, an all-women's college (Wheaton College in Norton, Mass). I was infinitely more interested in the latter than my actual job performance.

Your idea of a perfect day alone?
A bike ride to and from the beach. Of course, the weather needs to cooperate.

Favorite team
All Boston pro sports teams. I've been a partial-season ticket holder for the New England Patriots, Boston Red Sox, Boston Celtics and even the Boston Cannons (that's major league lacrosse, by the way) over the past several years.

Manager's profile
"When I hired Keith 10 years ago, he was chartered with moving us into the newly emerging multifunction peripherals market, which he did most successfully. Today the business has evolved, and Keith runs one of the largest P&L's in my organization. He is a master at organization and execution, and this is key, given the complexity of the business today. From a pure hardware focus, he now manages a portfolio that spans hardware, software, services and routes-to-market."

—Angele Boyd, group VP/general manager, Imaging/Output Document Solutions & SMB

and finally.

The editors of *IDG World Update* would like to thank the following people who assisted with this issue but are not otherwise quoted or credited:

Wiltrud Eickhoff *IDG Germany*
Jyoti Lalchandani *IDC MEA*
Ruth Sager *IDC*

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International Data Group (IDG) is the world's leading technology media, events, and research company. IDG's online network includes more than 450 Web sites spanning business technology, consumer technology, digital entertainment and video games worldwide. IDG publishes more than 300 magazines and newspapers in 85 countries including CIO, CSO, Computerworld, GamePro, InfoWorld, Macworld, Network World, and PC World. IDG's lead-generation service, IDG Connect, matches technology companies with an audience of engaged, high-quality IT professionals, influencers, and decision makers. IDG is a leading producer of more than 750 technology-related events including Macworld Conference & Expo, LinuxWorld Conference & Expo, Entertainment for All Expo (E for All), DEMO, and IDC Directions. IDC, a subsidiary of IDG, is the premier global provider of market intelligence, advisory services, and events. More company information is available at http://www.idg.com.

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VOLUME 36, NUMBER 42

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

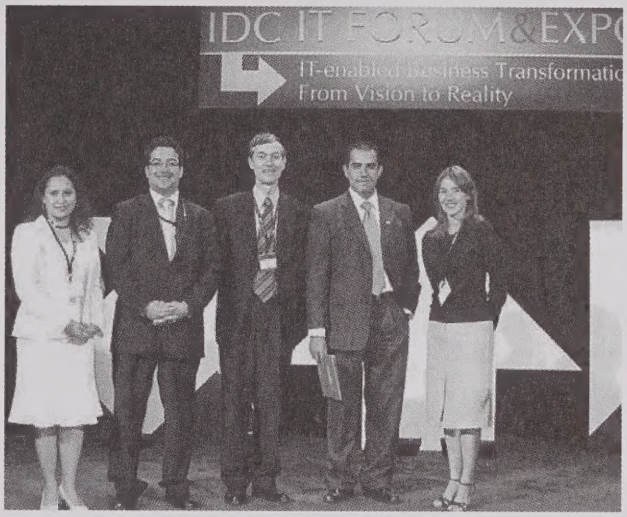
WWW.IDGCENTRAL.COM

2007: A look back at IDG global highlights

JANUARY

Dozens of CIOs and CEOs convene in Hanoi for an evening of jazz, wine tasting and camaraderie to celebrate the creation of the CEO&CIO Club. IDG Vietnam and Indochina Managing Director **Tam Le** worked with five local C-level executives to form the organization, which will offer monthly meetings, professional training, social activities and online information sharing through a dedicated Web site.

> *"Most of the budgets that we become aware of these days are earmarked for online or events. We almost never see a dedicated print budget at the international level these days."*
>
> — *Colwyn Munro, executive VP, IDG Global Solutions*



IDC Mexico assists the government with a year-long project to better position the local IT industry in the U.S. IDC Mexico provided research and consulting services for the Mexican Ministry of the Economy's MexicoIT program. MexicoIT was a keynote session sponsor at IDC's IT Forum and Expo in Boston. Joining IDC President and CEO ***Kirk Campbell*** *(center) at the event were IDC Mexico Public Relations and Marketing Services Coordinator* ***Elizabeth Enriquez****, IDC Mexico Project Director* ***Luis Garcia****, and two Mexican government officials, Jesus Orta and Ivette Garcia.*

IDC Portugal kicks off its 10th anniversary year with a very successful IT & Internet Security conference that further solidified the company's leading role as an IT event producer in Portugal. **Roberto Masiero,** president of IDC EMEA and Worldwide Conferences, delivered the keynote address. Above, Masiero (center) is flanked by **Antonio Romano,** VP, Southern Europe Region, and **Jorge Coimbra,** general manager, IDC Portugal.

CIO
2006中国信息CIO评选
China Top CIO Award
CIO

For the fifth consecutive year, IDC China and CEOCIO magazine collaborate to host the China Top CIO Awards program, which promotes the role of China's CIOs and recognizes their contributions to corporate and social achievements. This year's invitation-only event drew more than 300 CIOs from all over China. Above (l-r): **Wilson Wan**, **D.H. Oh**, **John Gantz** and **Liu Xiangming**.

In the news:

Apple's iPhone is introduced at Macworld Expo

IDG News Service Executive News Editor **Marc Ferranti** interviews Microsoft Chairman Bill Gates at the Consumer Electronics Show. The video of the interview was used by numerous IDG sites around the world.

10+ years

Laura Kunzmann, 28 • Renee Pierce, 25 • Bernd Weeser-Krell, 25 • Franz Josef Heber, 24 • Maria Grazia Rovati, 23 • John Gantz, 22 • Rebecca Segal, 22 • Paul Bonarrigo, 22 • Brad Thorpe, 21 • Jean Bozman, 20 • Veronique Arene, 20 • Claudette Sears, 20 • Katalin Kopácsi, 19 • Mary Wardley, 19 • Ken Fuller, 18 • Amy Hanania, 18 • Miriam Karlin 18 • Zsóka Egyed, 18 • David Emberley, 18 • Birte Matsen, 18 • Gina Steinmann, 18 • Amanda Patrick, 17 • Lillian Richard, 17 • Imre Birkus, 17 • Lisbeth Egeslov, 17 • Sylvie Merkling, 17 • Petr Kuba, 16 • Claudia Voelk, 16 • Jennifer Schlee, 16 • Thomas Zirn, 16 • Kazimierz Szot, 16 • Donald Young, 15 • Ludger Schmitz, 15 • Ute Zirus, 15 • Barbara Kitzis, 14 • Eric Prothero, 14 • Malgorazta Chwaszcrewska, 14 • Wieslaw Pawlowicz, 14 • Jason Snell, 13 • Heike Rothert, 13 • Andrea Kirchmeier, 13 • Cathy Garland, 13 • Piyush Singh, 13 • Jerzy Krupinski, 13 • Robert Gleason, 12 • Mustafa Mustafa, 12 • Richard Bailey, 12 • Jeannie Button, 12 • Diane Ryczek, 12 • Andreas Helmiss, 12 • Lorena Vega, 12 • Natalia Vega, 12 • Eric Owen, 12 • Nancy Taylor, 12 • Mats Lövgren, 12 • Harald Fragner, 12 • Krzysztof Frydrychowicz, 12 • Krzysztof Pietrasik, 12 • Wojeciech Raducha, 12 • Iwona Bartczak, 12 • Frank Coelho, 11 • Emaneula Cella, 11 • Christine Kohn-Meier, 11 • Sabine Prehl, 11 • Bruno Voelk, 11 • Saeki Jun-ichi, 11 • Charlotte Kirketerp-Møller, 11 • Anders Danielsson, 11 • Cecilia Larsson, 11 • Maciej Obuchowicz, 11 • Przemyslaw Gamdzyk, 11 • Patricia Chisholm, 11 • Sonja Wunsch, 11 • Johann Armand, 11 • Lene Winther, 10 • Andreas Frenzel, 10 • Mathew Heath, 10 • Henrik Sorin, 10

> *"This was by far the strongest Macworld Conference & Expo I've attended in many years. Along with plenty of vendors I've known for years, there were booths from companies I'd never heard of before, which was refreshing, and the crowds were constantly bustling."*
>
> *— Adam Engst, publisher of TidBITS newsletter*

TECHCOMBANK
VIP

IDG Vietnam and Indochina organizes the first Vietnam E-Business Forum in Hanoi. The two-day event focused on legal issues related to e-commerce, security, IT infrastructure and case studies and solutions for small and medium businesses. The event featured a free exhibition area that attracted 1,500 visitors, 12 corporate booths and a paid conference for 450 attendees. IDG Vietnam and Indochina Managing Director **Tam Le** (far right) escorted a group of dignitaries at the forum.

IDG World Expo's 23rd Macworld Conference & Expo posts a 22% increase in attendance over the 2006 event and attracts close to 400 exhibitors, 104 of whom were new to Macworld Expo. Above, the World Expo team responsible for the event's success.

FEBRUARY

IDG's joint venture partner in Toronto, IT World Canada, acquires Transcontinental Media's IT Business Group. Transcontinental was the one major competitor to IT World Canada and the purchase leaves IT World in the dominant position in the Canadian market.

LinuxWorld OpenSolutions SUMMIT

More than 600 attendees brave a snowstorm to attend IDG World Expo's inaugural LinuxWorld OpenSolutions Summit in New York. The two-day event was a regional, vertically focused conference designed for IT professionals who use Linux and open source technologies.

In the news:

Michael Dell returns to run his eponymous PC company.

IDG Communications Executive VP Online **Colin Crawford** chairs third annual Magazine Publishers of America digital conference, "Magazines 24/7: Connecting with the Consumer."

IDC Vice President of Sales/Asia Pacific **Steve Phillips** visits the IDC office in Beijing to congratulate the sales team on achieving a 56% increase in year-on-year Q1 sales. Above, Phillips and IDC Managing Director, North Asia Subregion **D.H. Oh** (second and third, back) visit with IDC China's sales team (front, l-r): Account Executive **Amanda Sun**, Sales Support Specialist **Vivian Zhao**, Sales Manager **Wendy Wang**. (Back, l-r): Senior Sales Manager **James Cui**, National Sales Manager **Frank Wang**, Senior Account Manager **Michael Chan**. Not pictured: Account Manager **Ivy Wang**.

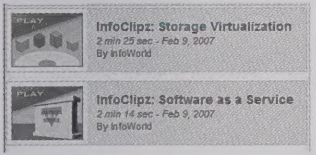
10+ years

Patrick McGovern, 43 • Diane Martin, 30 • Graham Penn, 28 • Karen Weston, 26 • Andreas Förth, 24 • Linda Gorgone, 21 • Nina Mattsoff, 20 • Olga Fernandez, 20 • Paul Mercer, 20 • Mark Sullivan, 20 • Penny Stevens, 20 • Laura Sears Brady, 19 • Gregg Pinsky, 19 • Clare Huang, 19 • John Pickett, 18 • Lucy Chaudhuri, 18 • Alvaro Morenes, 17 • Györgyi Birkus, 17 • Thomas Wilms, 17 • Patricia Smith, 17 • Reinhard Prasse, 16 • Jacqueline DiBianca, 15 • Michalina Nowakowska, 15 • Anders Lotsson, 15 • Colin Crawford, 14 • Kriemhilde Klippstaetter, 14 • Elana Varon, 14 • Doni Moore, 14 • Joan Kelliher, 14 • Diane Hacker, 14 • Wim Gijse, 13 • Maria Freira, 13 • Jennifer Koppy, 13 • Yukimi Chiba, 13 • Jens Stark, 13 • Peter Vermeulen, 13 • Stefan Kaczmarek, 13 • Lisa Nilsson, 13 • Karin Myrén, 12 • Gina Rowles, 12 • Julie Boudreau, 12 • Barbara Simon, 12 • Natalie Eisner, 12 • Julie Lynch, 12 • Elinet Medina, 12 • Trino Ramos, 12 • Damian Sicking, 12 • Mark Hobson, 12 • Chris Fell, 11 • Kathleen LaPorte, 11 • Christina Josefsson, 11 • Claudia Cavalleri, 11 • Silvia Santi, 11 • Józef Muszynski, 11 • Oscar Garcia, 11 • Thomas Cloer, 11 • Carlos Chenel, 11 • Camilla Lindvall, 11 • Enrico Zambetta, 11 • Pat Josefek, 10 • Sandra Rogers, 10 • Rafal Dudkin, 10 • Jerry van Ommeren, 10 • Nicole Comiskey, 10 • Elliott Kirschling, 10 • Sascha Alexander, 10 • Thorsten Enggeling, 10 • Nobuo Iehara, 10 • Alan Tang, 10

IDG Spain's Online Manager **Manuel Pastor** relives the glory of kicking a 41-yard field goal with three seconds remaining in a 1992 state football playoff game to beat the favored team led by a young quarterback named Peyton Manning. Pastor, who was a high school exchange student in Pickering, Louisiana, at the time, was mentioned in a Feb. 4 New York Times article about Manning, whose Indianapolis Colts won the Super Bowl.

COMPUTERWOCHE

IDG Communications Media AG in Germany completes another key component of its transformation to a fully integrated media house: the inauguration of a multi-functional Web-TV studio. ChannelPartner, CIO, Computerwoche, GamePro, GameStar, Macwelt, PC-Welt and tecChannel are using the studio to produce about 500 minutes of video per month. Above, Computerwoche Editor-in-chief ***Christoph Witte*** *conducts an interview in the studio.*

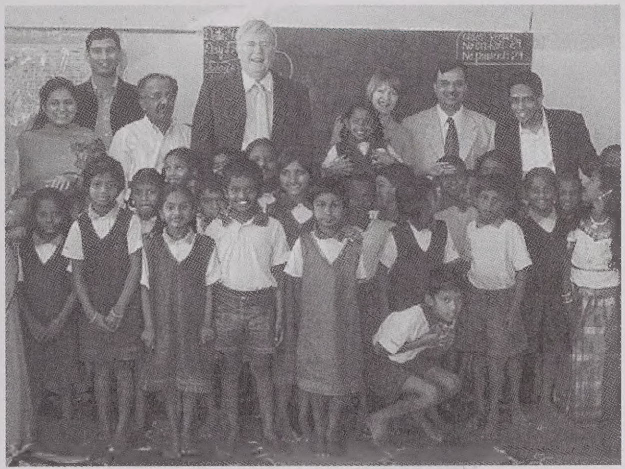


InfoClipz: Storage Virtualization
2 min 25 sec - Feb 9, 2007
By InfoWorld

InfoClipz: Software as a Service
2 min 14 sec - Feb 9, 2007
By InfoWorld

InfoWorld launches InfoClipz, animated shorts [illegible]at explain core enterprise [illegible] concepts in three minutes or less. InfoClipz are intended to help the site expand its audience base.

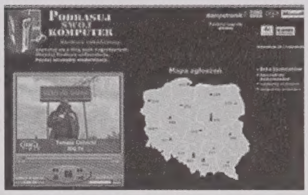
Twenty managers from 16 business units in six countries attend IDG's annual Global Media Institute in Cambridge, Mass., where they spent a week learning more about the strategic issues and leadership challenges facing IDG.



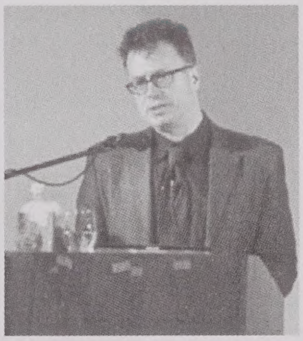
IDG Ventures India agrees to sponsor a classroom of 30 children at the Adobe Parikrma School in Bangalore, a learning center that aims to provide its students with the tools they need to compete on equal terms with more privileged peers. In February, IDG Chairman ***Pat McGovern*** *and his wife Lore Harp McGovern visited the IDG Ventures India office and the Adobe Parikrma School.*

NASSCOM 2007
BT
NIIT

Bob Welch, IDC group VP and general manager Worldwide Services Research, was a featured speaker at the India Leadership Forum in Mumbai. Organized by India's National Association of Software and Service Companies, the three-day forum drew business and technology leaders from around the world.



IDG Poland's "Pimp My Computer" contest boosts online visitor numbers, educates readers about the inner workings of PCs, brings in revenue and lifts the portal site's Google ranking. IDG Poland TV Journalist **Tomasz Cichocki** reports from the road in one of several video segments aired during the contest.



IDC Israel holds the first IDC conference focused on the local consumer gaming market. Two hundred and twenty people attended the one-day "IDC Sessions: Gaming" event, which brought together technology start-ups and global leaders as well as investors, game developers, service providers and broadcast companies. IDC's ***Billy Pidgeon*** *gave the keynote.*

games.net
the net effect

Games.net, IDG Entertainment's gaming news aggregation site, unveils a redesign that features enhanced video capability, more community interaction, increased editorial personality and an upgrade of a wide variety of behind-the-scenes tools and technologies.

"With some 600,000 video users [via Internet and DVD] per month, we have already had a very strong response. Our aim is to generate revenues of more than 1 million euros [US$1.3 million] in 2007 with these TV offerings."

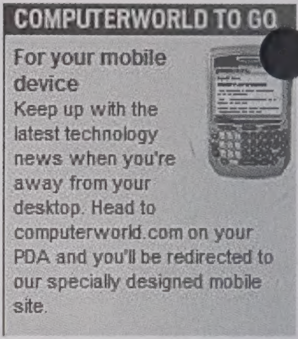
— York von Heimburg, managing director, IDG Communications Media AG

> *"In the past, IDG Communications was considered a publishing company with Web sites and events as ancillary activities. Now it is more accurate to define IDG Communications as a Web-centric information company, with print publications and events as ancillary activities."*
>
> — Pat McGovern, chairman, IDG

Backed by a record number of end-user associations and promoted through a substantial assortment of pre-event articles in media partner magazines and other leading publications, IDC Italy's sixth Security Conference maintains its standing as the country's premier event for IT security. IDC Italy staff greets guests at the registration table. (L-R): ***Alessandra Ughi****, marketing specialist;* ***Tatiana Albuzzi****, conference specialist;* ***Alessandra Melloni,*** *conference manager;* ***Rosalba Culora****, conference manager; and* ***Claudia Corradi,*** *senior marketing communication specialist.*

Innovation Forum 2007
Roma, 27-28 marzo
Registrati ora >>>
Registrazione gratuita

IDC Italy holds its second Innovation Forum in Rome. The event brought together high-level representatives from business, government and academia to identify specific market opportunities and innovative IT solutions that will help reinvigorate the Italian economy.



COMPUTERWORLD TO GO

For your mobile device

Keep up with the latest technology news when you're away from your desktop. Head to computerworld.com on your PDA and you'll be redirected to our specially designed mobile site.

IDG becomes the first technology media company in the U.S. to offer news and information in a format specifically tailored for mobile devices, thanks to an agreement with mDog.

mPC
Kotiteatteri
tivi

IDG's Finnish partner inks deal to supply Finland's most popular Web site, Microsoft's MSN.fi with content from Tietoviikko (Computerworld) and MikroPC (PC World).

COMPUTERWORLD
Her er Danmarks webchamp 2007

With an eye toward both current and prospective Web development trends, Computerworld Denmark organizes a one-day two-part event: a conference to focus on the future of the Internet and an awards programs to recognize outstanding Web design.

MARCH

Computerworld VP and Editor-in-chief **Don Tennant** (shown with wife Ardith) wins the Timothy White Award for Editorial Integrity from American Business Media. Tennant, who joined Computerworld in 2000 following eight years as editor-in-chief of Computerworld Hong Kong, was honored at the 53rd Annual Jesse H. Neal National Business Journalism Awards luncheon in New York City.

IDG News Service adds "red alert" service to alert editors via e-mail to important breaking news as it is posted to the wire.

Four business units take home five Neal Awards at the 53rd annual Jesse H. Neal National Business Journalism Awards in New York City. Representing the winning editorial departments are ***Jason Snell,*** *editorial director, Macworld;* ***Abbie Lundberg,*** *editor-in-chief, CIO magazine;* ***Derek Slater,*** *editor-in-chief, CSO magazine;* ***Sarah Scalet****, senior writer, CSO; and* ***Don Tennant****, editor-in-chief, Computerworld.*

10+ years

John Dix, 27 • Fernando Moran, 25 • Cynthia Sparrow, 24 • Terry Lee, 22 • Christine Grelet-Cavelle, 21 • Eleni Brisbois, 20 • Richard Villars, 20 • Michele Kallin, 20 • Miklos Cocron, 19 • Kataline Kopácsi, 19 • Fatima Ruiz, 18 • Zsóka Egyed, 18 • Martin Fältström, 18 • Uschi Istavrinos, 18 • Kirsten Højrup, 18 •Judy Bonasoro, 18 • Ellen Messmer, 18 • Imre Birkus, 17 • Györgyi Birkus, 17 • Sabine Terras, 17 • Thomas Wilms, 17 • István Biró, 17 • John Kelley, 17 • Krisztina Selmeczi, 16 • Akos Bognar, 16 • Imréné Dósa, 16 • Reinhard Prasse, 16 • Don Tennant, 16 • Susan Cardoza, 16 • Robert White, 15 • Ousmane Keita, 15 • Elizabeth McPherson, 15 • Elga Legranzini, 15 • Michalina Nowakowska, 15 • Anders Lotsson, 15 • Nancy Hannagan, 15 • Tom Hoffman, 15 • Michael Cooney, 15 • Klaus Breu, 14 • Lisa Golden 14• Eva Pechova, 14 • Marie Söderqvist, 14 • Kristi Cunningham, 14 • Klaus Breu, 14 • Gisele Wilson, 13 • Jai Vijayan, 13 • Stefan Kaczmarek, 13 • Peter Vermeulen, 13 • Lisa Nilsson,13 • Damian Sicking, 12 • Mark Hobson, 12 • Armando Lazo, 12 • Jacki McDonald, 12 • Antonette Cutone, 12 • Márta Rácz, 12 • Andreas Bergsman, 12 • Mike Weigand, 12 • Tom Field, 11 • Leo Leger, 11 • Thomas Norton, 11 Thomas Cloer, 11 • Carlos Chenel, 11 • Enrico Zambetta, 11 • Camilla Lindvall, 11 • Ephraim Schwartz, 11 • Sascha Alexander, 10 • Thorsten Enggeling, 10 • Cort Isernhagen, 10 • Nobuo Iehara , 10 • Alan Tang, 10 • Carol Olofson, 10

Nineteen employees attend IDG's Media Management Institute, a three-day program that helps participants gain a better understanding of the many functional areas within IDG as well as the company's strategic direction.

At long last, U.K. IT managers have a Computerworld to call their own thanks to the launch of ComputerworldUK, an online-only resource dedicated to addressing the specific needs of IT managers in medium and large enterprises.

IDG India launches Channel-World, the country's first weekly national channel magazine. The publication is available free to its 12,000 qualified subscribers.

IDG and IDC team up to present second Marketing Summit. Held in San Francisco, the event attracted nearly 80 senior IT marketing executives eager to get advice and ideas from C-level industry leaders and experts from IDG and IDC. Above, Hewlett-Packard Senior Marcomm Manager Alex Flagg speaks with IDG Communications CEO ***Bob Carrigan*** *and IDC VP* ***Rich Vancil****.*

IDG's publishing partner in Turkey, The Dunya Group, which currently publishes PC World and Macworld, adds a CIO title called IT Pro.

SECOND LIFE

Computerworld Denmark partners with IBM and Danish research center Innovation Lab to establish a three-dimensional virtual lab in Second Life called House of Horizons.

Industry **Insights**™
IDC Companies

IDC's five Industry Insights companies collaborate on their first conference, educating IT suppliers about technology buyer behavior, needs and investment priorities within the energy, financial services, government, health and manufacturing industries.

Approximately 565 people in the U.S. subscribe to a Braille version of PC World, which has been translated into Braille thanks to a contract between PC World and The Associated Services for the Blind in Philadelphia.

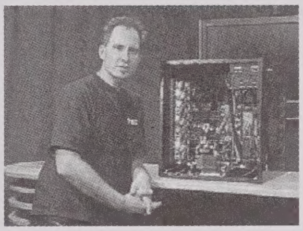
For the fourth consecutive year, PC-Welt's Christmas Charity Auction raised money for a German association that grants wishes to children and young people battling long-term illness. This month, ***Canio Martino****, publisher,* ***Julia Wursthorn****, account manager and* ***Bettina Schwarz****, account manager, presented a check for $14,447 to the group.*

IDG Global Solutions lands a 13-country, $1.4 million print and online campaign for Dell's Enterprise Business Unit, the first time Dell has committed to significant IDG spending in Europe for its enterprise group. The deal follows many months of educating the client and its agency on the benefits of using IDG to reach enterprise buyers.

IDC's 42nd annual Directions conference takes place in San Jose, Calif., and Boston. With a theme of "Finding Opportunities in an Era of Disruption," this year's event offered more opportunities than ever for attendees, IT company executives and IDC analysts to interact. Above, IDC CEO ***Kirk Campbell*** *speaks with a client.*

In the news:

Oracle buys Hyperion for business intelligence expertise.

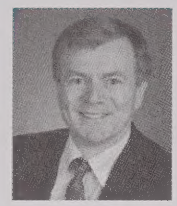


PC-Welt editors design and build a super-PC valued at $34,700 to be used as a prize in a contest for readers. More than 50,000 people entered the competition during the month, supplying PC-Welt with information that will be used for future promotional campaigns.

IDG Vietnam & Indochina co-organize the first Network Security & Data Protection Conference & Showcase in Hanoi. The event draws 545 conference attendees and 1,000 exposition visitors. IDC predicts the Vietnamese security software market to have a 12% compound annual growth rate through 2001.

> *"IDG Global Solutions was able to demonstrate that IDG has a powerful portfolio of high-end enterprise computing titles and companion Web sites across Dell's key European markets through which Dell can reach a core B2B technology audience."*
>
> — Neil Michael, associate director, international sales, IGS

APRIL



IDG Communications Executive VP, Online **Colin Crawford** is named to the Folio: 40, the publication's annual roundup of key influencers in the media industry. Crawford was named to the list for the second consecutive year.

InfoWorld
Final Print Issue
A New Era Begins

InfoWorld publishes its final print issue and announces plans to focus all of its resources on its fast-growing online and events businesses.

> *"This new online strategy is a much-needed and much-welcomed departure from the traditional church-state mentality regarding content providers and vendors."*
>
> *— Martha Connors, VP and GM, CXO Online Media and Computerworld.com*

CIO India gathers members of its CIO Advisory Board for its first face-to-face meeting. Twenty-one of the 24 members attended the half-day session designed to give them a chance to provide feedback to CIO editors.

CXO Media launches a completely rebuilt CIO.com site designed to strengthen the community, maximize the visitor experience and provide CIOs and IT and business leaders with the resources they need to do their jobs. Above, the team members responsible for the relaunch celebrate their achievement.

TECH DISPENSER
Tech blogs filtered by humans, *not* bots

Computerworld launches Tech Dispenser, a one-stop resource for the best IT blogging on the Web.

IDG World Expo extends life of record-breaking Macworld Conference & Expo by offering MacworldEncore, a suite of products that allows Mac afficiandos to catech the show presentations they missed — or want to revisit — online and on DVD.

MAY

THE FUTURE→STATE CIO

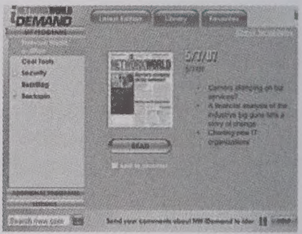
CXO Media's Future-State CIO project aims to support the evolving role of the CIO. A new online assessment tool, developed in conjunction with international executive search firm Egon Zehnder, lets council members score themselves in nine core competencies of executive leadership.

10+ years

Valerie Sanclemente, 23 • Penny Winn, 23 • Dolores Hermosell, 22 • Ramon Nacenta, 22 • Judit Fülöp, 21 • Simone Fiedler, 21 • Carole Zozaya, 21 • Magdalena Koch, 20 • Kirk Campbell, 19 • Peter Gruber, 19 • Michael Carroll, 19 • Crawford del Prete, 19 • Richard Pastore, 19 • Susan Yanovitch, 18 • Hans Koeniges, 17 • Susanne Kirmaier, 17 • Andrea Piontek, 17 • Petra Hermann, 17 • Setsuro Tamai, 17 • Hans Koeniges, 17 • Maria Rosa Rodriguez, 17 • Barbara Sullivan, 16 • Christoph Burkhart, 16 • Claudia Dudkin, 16 • Heidi Broadley, 16 • Krisztina Havadi, 15 • Ruth Sager, 15 • Derek Slater, 15 • Christian Christiansen, 15 • Andrea Weinholz, 14 • Doreen Francy, 14 • Ellen Fanning, 14 • Steve Graham, 13 • Fredrik Agrén, 13 • Denise Haines, 13 • Naoyuki Sukai, 12 • Martina Reger-Voelzing, 12 • Lynn Wright, 12 • Christian Meyer, 12 • Madeleine Bonk, 12 • Sebastian Hirsch, 12 • Martin Chau, 12 • Henry Morris, 12 • Lucy Docherty, 12 • Brian Kornegay, 12 • Susan Brown, 11• Areski Daoud, 11 • Petra Beck, • Jarmila Frejtichova, 10 • Parit Shah, 10 • Andreas Koschinsky, 10 • Simone de Bruin• Kurt Strebel, 10 • Dawnette Gordon, 10 • Katarina Strömberg,• Vincent Coppey, 10 • Michelle Fuller, 10

In the news:
Microsoft unveils Silverlight as a Flash killer.

PC World implements a major editorial reorganization designed to ensure a consistently high volume of popular, topical daily content. Five editors are reassigned into a 'daily team' charged with getting breaking industry news, blog items, instant reviews of major products, videos and more on the site.



Network World's iDemand platform allows users to download each week's issue as well as subscribe to specific content areas on an ever-growing list of programming options.

IDG Online Technologies site allows IDG's European business units to share information about online tools and assist with Web investment decisions.

Podcasting catches on among Network World readers who have downloaded more than 95,000 podcasts so far this year.

第 36
36th FIPP

IDG Chairman **Pat McGovern** delivers a keynote address at the 36th World Congress of the International Federation of the Periodical Press (FIPP) in Beijing.

PC for Alla team boosts price of newsstand editions by 5 Krona (US$0.70) and donates a portion of that increase to the United Nation's Global Environment Facility project.

Microsoft signs exclusive $40,000 two-month deal to sponsor the mobilized versions of Computerworld.com, Networkworld.com, CIO.com and Infoworld.com.

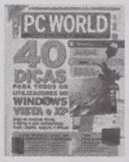
IDG Connect aims to establish itself as the No. 1 source of leads for clients. The database currently contains more than six million names.

In the news:

Open-source world cries foul over Microsoft patent claims.

Mac Publishing releases Macworld Apple TV Superguide, the fourth in its series of Superguides, a profitable book-form repurposing of content from Macworld and the Mac Publishing Web sites.

IDG's 50th title in the PC World product line hits the newsstands in Portugal.



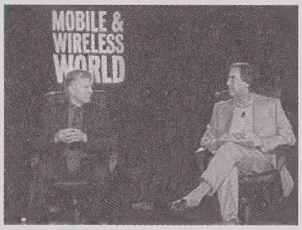
More than 120 current and former Computerworld and IDG employees celebrate Computerworld's 40th anniversary at a luncheon at the State Room restaurant overlooking Boston Harbor.

CIO Publisher **Gary Beach** (left) catches up with Microsoft Chairman Bill Gates at the The Wall Street Journal's All Things Digital conference in Carlsbad, Calif.

*IDG Research Services celebrates 20 years. (L-R): **Nancy Koral**, business manager; **Kirsten Fournier**, online research technologist; **Jen McKean**, research manager; **Claudette Sears**, production manager; **Michele Peoples**, research director; **Janet King**, GM/VP; **Albie Minkovitz**, database administrator, Competitive Analysis; **Jessica Mandrik**, research analyst; and **Julie Gregg**, research analyst.*

Diane Happy 30th Anniversary

*CXO Media honors its longest serving employee, **Diane Martin**, who has been with IDG for 30 years —a ll but a few months with CXO.*



Computerworld produces fifth annual Mobile and Wireless World Conference. Above, Computerworld VP/Custom Content Strategy **Bill Laberis** (right) interviews Qualcomm CIO Norm Fieldheim.

10+ years

Bob Westcott, 29 • Christian Mahler, 27 • Dorothy Adams, 24 • Michelle Reyes, 24 • Marc Guillaumot, 22 • Diane LaLumiere, 22 • Donald Best, 22 • Mary Boone, 20 • Michael Deutsch, 20 • Stephen Lennox, 20 • Judy Schultz, 19 • Vicki Peilen, 19 • Anthoula Andrisani, 19 • Eric Cormier, 18 • Brian Clarke, 18 • Basilio Rodriguez, 18 • Patrice Desmedt, 17• Ruggero Vota, 17 • Philippe de Marcillac, 17 • Adele Lee, 17 • Mandy Wong, 17 • Paula DeMeo, 16 • Megumi Okamoto, 16 • Christopher Norman, 16 • Agnes Hejjas, 16 • Nilde Meregalli, 16 • Angelique Bizouarn, 16 • Sandrine He-Garcia, 16 • Mandie Johnson, 16 • Claus Egge, 16 • Kimberly Brinson, 15 • Nancy Jonathans, 15 • Kira Pointer, 15 • Rosa Guerinoni, 15 • York von Heimburg, 15 • Masato Tsuchiya, 15 • Christine Rudalevige, 14 • Zdena Vratislovova, 14 • Malgorzata Brudniak, 14 • Jim Sullivan, 13 • Nieves Santana, 13 • Ana Segura, 13 • Julia King, 13 • Elisabeth Rainge, 13 • Jeroen den Haan, 12 • Karen Smalarz, 12 • Urs Flückiger, 12 • Klaus Krabbe, 12 • Tatiana Engurasoff, 12 • Michael Goldberg, 12 • Wolfgang Leierseder, 12 • Dorothy Allen, 12 • Lisa Radler, 12 • Tom Wailgum , 11 • Daniel de Blas, 11 • Georges Pretat, 11 • Cornelia Neft, 11 • Adam Jadczak, 11 • Mari Keefe, 11 • James Westcott, 11 • Julie Ross, 11 • Ann Hall, 11 • Shelley Aronson, 11 • Pär Rittsel, 10 • Jacek Dudzinski, 10 • Robert Amatruda, 10 • Rocco Bortone, 10 • Matthew Bennett, 10 • Stephen Drake, 10 • Toby Hurlstone, 10

> *"We want to be in a position in which clients — and other IDG business units — want to do business with us because we can add value to the lead-generation and nurturing process."*
>
> *— Frank Cutitta, general manager, IDG Connect*

JUNE

> *"There should be no question in anybody's mind that original editorial content will be at the core of our Web strategies. IDG has won numerous awards for editorial excellence and editorial integrity. Editorial quality and integrity are absolutely essential to IDG's success."*
>
> *— Bob Carrigan, CEO, IDG Communications*

IDC organizes a stop in Athens for the Security, Storage and Business Continuity Roadshow, its first conference in the Greek market in four years. The event features 13 sponsors and a sold-out crowd.

For the third consecutive year, Boston Business Journal recognizes IDG as one of the Boston area's best places to work.

AMERICA'S NEXT
TOP MODDER

IDG Entertainment held open auditions for a new eight-part online series, America's Next Top Modder, which is designed to find 'the next undiscovered game programmer or designer.' Among those involved with the program (l-r): Adrienne Fodor, freelance production coordinator; Erica Filanc, freelance director; ***George Jones,*** *judge and IDGE editorial director; and* ***Travis Moses****, IDG Entertainment editorial assistant, judge and series host.*

In order to push its video content to a broader audience, InfoWorld begins developing its own channels on YouTube and Yahoo! Video Search.

Colin Crawford, executive VP, online, IDG Communications; and **Bob Bragdon**, publisher of CSO magazine, are named to Media Business annual listing of Top Innovators.

IDGVC Partners

IDG Chairman ***Pat McGovern*** *makes his 100th trip to China, visiting the new offices of IDG Technology Venture Investment in Shanghai with his wife Lore Harp McGovern.*

IDG's four enterprise brands launch a first-of-its-kind short message service news alert program that keeps mobile users up to date with breaking news in the IT industry.

CIO, Computerworld, Network World and InfoWorld are named to BtoB magazine's Media Power 50 listing for 2007.

In the news:

Asustek's $199 Eee PC is hit of Computex show.

Members of the IDG Corporate Services Group's Corporate Action Council/Community Service Team help spruce up the outdoor play areas at two local day care centers.

IDC names eight winners in its new Innovation Awards program. The program is designed to identify and recognize successful research products, well-executed product positionings and/or unique approaches to executing products and solutions that have proven valuable to clients.

创业邦 CYzone.cn

IDG China relaunches Web site that targets the growing number of entrepreneurs in China. The site, and a companion magazine, are produced in partnership with Entrepreneur Media Inc., based in Irvine, Calif.

IDG Ventures India announces joint investment with SoftBank Bohdi in Kreeda Games, the Indian market's top online multiplayer gaming company.

COMPUTERWORLD HONORS PROGRAM
A Search for New Heroes

The 19th annual Computerworld Honors Program recognizes outstanding user achievements in the application of technology to benefit society.

10+ years

Debbie Sobin, 29 • Robin Robison, 27 • Matt Smith, 27 • Deb Winders, 25 • Derek Hulitzky, 24 • Mitch Betts, 23 • Rick Buroni, 23 • Walter Kainz, 22 • Rudolph Schuster, 22 • Martin Hingley, 21 • John Robison, 21 • Pim Bilderbeek, 21 • Ken Hoyt, 21 • Jim Falanga, 21 • Kimberly Schuberthan, 20 • Susanne Kratoschka, 20 • Gaby Kirschbaum, 20 • Jim Connell, 20 • Gary Anthes, 20 • Irmtrud Schaefer, 20 • Norman Noble, 20 • Harald Brechtl, 19 • Lottis Bergsson, 19 • Janet King, 18 • Francisco Sanchez, 18 • Jan-Bernd Meyer, 18 • Hans Simon, 18 • Julio Vial, 17 • Petra Herrmann, 17 • Bea Horváth, 17 • Ilona Rodriguez, 17 • Noboru Masuda, 16 • Torgeir Vikan, 16 • Carel Schrama, 16 • Ornella Fusina, 16 • David Francis, 15 • Marlene Buschbeck-Idlachemi, 15 • Karen Mulligan, 15 • Agnieszka Cybulska, 15 • Stephen Lawson, 15 • Mark Levitt, 14 • Maud Sarde, 14 • Ralphe Manzoni, 13 • Stephen Compton, 13 • Arantxa Garcia, 13 • Diane Nadeau, 12 • Jager de Jeroen, 12 • Caryn Bousquet, 12 • Amie White, 12 • Mans Klockar, 12 • Christopher Greene, 12 • Tony Olvet, 12 • Monica Sambataro, 12 • Emmie Hung Clark, 12 • Randy Giusto, 12 • Irena Gorian, 12 • Simon Jary, 12 • Christopher Gould, 11 • Sandrine Gissinger, 11 • Daniel Rougier, 11 • Steven Traynor, 11 • Steven Spingola, 11 • Manuela Mancosu, 11 • William Ganci, 11 • Wolfgang Herrmann, 11 • Martin Seiler, 11 • Hans Ludwig, 11 • Peter Tripodi, 11 • Jill Lim, 10 • Gabriele Dineiger, 10 • Klaus Maurer, 10 • Malgorzata Kubecka, 10 • Walter Mehl, 10

IDG

Current Jobs, Week of December 24, 2007

BU	Category	Title	Location	Contact	Email	Phone
Computer World						
	Events	Conference Marketing Specialist	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Customer Service Coordinator	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Events	Regional Event Marketing Specialist	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
	Editorial	Sr. Editor, IT Channels	Framingham MA	M. Scanlon	mary_scanlon@computerworld.com	508-628-4903
CXO Media						
	Sales	Online Sales Account Services Specialist - 2 Open Positions	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	Online	Director, of Network and Systems Operation	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	Online	Senior Web Systems Administrator	Framingham	P.Boyle	pboyle@cxo.com	508.935.4192
	Sales	Sales Operations Coordinator	Framingham	P.Chisholm	pchisholm@cxo.com	508.935.4734
	Sales	Sales Associate	Framingham	P.Chisholm	pchisholm@cxo.com	508-935-4734
Financial Insights						
	Research	Research Director, Financial Insights	Framingham, MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Associate Research Analyst, Financial Insights	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
Energy Insights						
	Research	Research Analyst, Energy Insights	Framingham, MA	Michelle Hockman	mhockman@idc.com	508-935-4133
Global Retail Insights						
	Research	Research Director, Retail Store, Channel and Consumer Strategies	Framingham, MA, Irvine CA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sr. Acct Executive	Framingham	Leah Barton	lbarton@idc.com	508-935-4336
IDC						
	Client Service	Inquiry Analyst	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-4336
	Client Service	Inquiry Analyst	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-4336
	Conferences	Conference Manager	Framingham, MA	Michelle Hockman	mhockman@idc.com	508.935.4133
	Consulting	Consulting Director, Services	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Telecom	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Consulting	Consulting Manager, Software	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Marketing	Editorial Manager	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-4336
	Marketing	Marketing Intern	Framingham, MA	Michelle Hockman	mhockman@idc.com	508-935-4133
	Research	Sr. Research Analyst, Mobile Consumer Services	Framingham, MA or Falls Church,	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Mobility, Computing, and Consumer Primary Research	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Software Sales Channels	Framingham, MA or Toronto	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, PC Tracker	San Mateo, CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Manager - IT Market and Strategies	Framingham, MA	Annmarie Allen	aallen@idc.cm	508-935-4137
	Research	Part time Consultant, Retail Data	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Group VP Global Telecom Research	Europe or US Based	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Manager, Storage Software	Framingham, MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Analyst, Security Products	Framingham, MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Sr Research Analyst, Memory and Short-Range Wireless Semiconductors	San Mateo, CA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Director, Global SMB Research	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Research	Research Analyst, Small and Medium Business Markets: Mobility	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Program Manager, PC Tracker	San Mateo, CA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Research Analyst, Pricing Evaluation Service	Framingham, MA	Eleanor Storch	estorch@idc.com	508-935-4649
	Research	Research Manager, Business Multiplay	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Business Voice Services	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Research	Sr. Research Analyst, Global BPO Services: Market Opportunities by Key Business Processes	Framingham, MA	Kristen McGillivray	kmcgillivray@idc.com	508-935-4266
	Sales	Sales Representative, Industry Major West Accounts	San Mateo, CA	Annmarie Allen	aallen@idc.cm	508-935-4137
	Technology	Product Manager-IDC.com	Framingham, MA	Annmarie Allen	aallen@idc.cm	508-935-4137
IDG Corporate Services Group						
	IS	Technololy Support Analyst	Framingham MA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
IDG Entertainment						
	Edit	Editorial Intern	San Francisco CA		editjobs@gamepro.com	
	Marketing	Director of Marketing	San Francisco CA	http://careers.idg.com		
	Marketing	Marketing Manager	San Francisco CA	http://careers.idg.com		
	Online	Web Development Intern	San Francisco CA		jobs@gamepro.com	
	Sales	Account Executive	San Francisco CA	http://careers.idg.com		
Industry Insights						
	Marketing	Marketing Manager, Insights	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
Infoworld						
	Admin	Office Coordinator	San Francisco CA	J. Gardner	jillian_gardner@idg.com	508-935-4041
	Sales	National Online Sales Leader	San Francisco CA	J. Lynch	julie_lynch@computerworld.com	508-820-8162
	Editorial	Site Editor	San Francisco CA	B. Ramistella	beth_ramistella@idg.com	508-988-7871
	Online	Web Designer	San Francisco CA	J. Gardner	jillian_gardner@idg.com	508-935-4041
Macworld						
	Edit	Associate Editor	San Francisco CA	http://careers.idg.com		
Manufacturing Insights						
	Research	Research Manager, Manufacturing Insights	Framingham, MA	Susan Brown	sbrown@idc.com	508-935-4099
	Sales	Sales Rep	Framingham, MA	Leah Barton	lbarton@idc.com	508-935-4336
Network World						
	Events	Event Registrar & Customer Service Manager	Southborough MA	E. Cormier	careers@nww.com	508-490-6454
	Sales	Client Services Manager	Southborough MA	E. Cormier	careers@nww.com	508-490-6454
PC World/Macworld						
	Advertising Operations	Ad Ops Coordinator	San Francisco CA	http://careers.idg.com		
WEC						
	Sales	Sales Manager	Framingham MA	Sara Scogland	sara_scogland_idg.com	508-935-4161

Go to http://careers.idg.com to view all current job opportunities at IDG

JULY

As a reflection of print's evolving role as one component in an overall media strategy that is now centered online, Network World and Computerworld both seek to cut publishing costs by changing from tabloid to magazine format.

TOÀN CẢNH CNTT-TT, ĐIỆN TỬ VIỆT NAM
COMPUTERELECTRONICS WORLD EXPO
LỄ KHAI MẠC
OPENING CEREMONY

During his 15th visit to Vietnam, IDG Chairman ***Pat McGovern*** *attended Vietnam Computer Electronics World Expo and Vietnam ICT Outlook, two co-located events in Ho Chi Minh City. Organized by IDG Vietnam & Indochina, the two comprise the country's largest international annual conference and exhibition.*

IDG Entertainment Media in Germany hosted its second annual Making Games Conference. The one-day conference, which attracted more than 100 game developers and decision makers in the videogame industry, was held at the IDG offices in Munich.

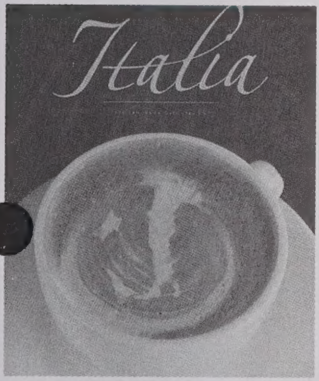
In the news:

Hackers race to unlock newly available iPhone

GTA IV: GAMEPLAY & MULTIPLAYER REVEALED!
GAMEPRO
HALO 3
133+

GamePro's July cover features Halo 3, the most hotly anticipated game of 2007. The issue proves to be IDG Entertainment's best selling issue in two-and-a-half years, and the Halo theme is reprised in the September issue.

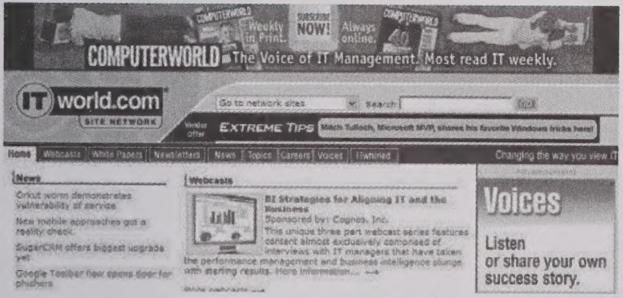
> *"By working together, sharing experiences and information, we can overcome any obstacles. All of our marketing materials are now under one umbrella, and all of our pitches cover both print and online."*
>
> — Michael Carroll, senior VP/group president, PC World



With 12 projects already completed, IDG Sweden's IDG Custom Publishing company is well on its way to tapping into a new revenue stream and expanding its customer base beyond the IT market.

IDG Japan organizes the country's first international conference and exhibit focusing on biofuels. Bio Fuels World Conference and Expo 2007 attracted more than 4,200 visitors to the Pacifico Yokohama in Yokohama City; each of the seven keynote addresses was standing-room-only.

IDG publications represented three of the top four award-winning businesses at the 29th Annual American Society of Business Publication Editors awards ceremony in New York City. PC World brought home 13 national Azbee awards — including Web Publication of the Year — and Computerworld and CIO 12 each. In all, IDG publications received a total of 43 national awards.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Listen or share your own success story.

Mitch Tulloch, Microsoft MVP, shares his favorite Windows tricks here!

Orkut worm demonstrates vulnerability of service

New mobile approaches get a reality check

SugarCRM offers biggest upgrade yet

Google Toolbar flaw opens door for phishers

BI Strategies for Aligning IT and the Business
Sponsored by: Cognos, Inc.
This unique three part webcast series features content almost exclusively comprised of interviews with IT managers that have taken the performance management and business intelligence plunge with sterling results. More information...

IDG Communications acquires the ITworld.com network and its database of several hundred thousand names of IT professionals from Accela Communications, Inc. The network, which in addition to ITworld.com includes smallbusiness.ITworld.com, security.ITworld.com, wireless.ITworld.com, open.ITworld.com, storage.ITworld.com and utilitycomputing.ITworld.com, will be managed by the online group at Computerworld.

10+ years

Therese Bergstrom, 31 • Barbara Adamson, 24 • Susan Searle, 23 • Keith Arnot, 22 • Craig Stedman, 22 • Karin Quack, 21 • Wally Clegg, 21 • Pim Bilderbeek, 21 • Anne-Lise Wang, 20 • Caroline Craig, 19 • Judy Callahan, 19 • Jeffrey Berlin, 18 • Carin Stahl, 17 • Scott McLarnon, 17 • Kenneth Bäckström, 16 • Chris Keall, 16 • Debra Becker, 15 • Ola Fors, 15 • Randy Perry, 15 • Quan Zhou, 14 • Thomas Winter, 13 • Doug Chandler, 13 • Loren Loverde, 13 • Marlene Lipp, 13 • Peter Mayer, 13 • Joan Young, 12 • Karen Blythe, 12 • Cheryl Giangregorio, 12 • Paul Overhiser, 12 • Lorraine Rivell, 12 • Mary Cook, 12 • Hideki Kojima, 12 • Mette Ahorlu, 12 • Sylwia Szczypiorska, 12 • Karl Martin, 12 • Kitty Fok, 11 • Rebecca Simon, 11 • John Radzniak, 11 • Steve Symonds, 10 • Rosemary Haworth, 10 • Verena Schieder, 10 • Janet Waxman, 10

AUGUST

IDG World Expo's annual LinuxWorld Conference & Expo is enhanced by the presence of a new co-located IDG event. The Next Generation Data Center Conference & Expo fills a market niche as the only IT event focused on end-to-end solutions and new technologies for data centers.

COMPUTERWORLD

SOA giver Danske Bank penge på bankbogen

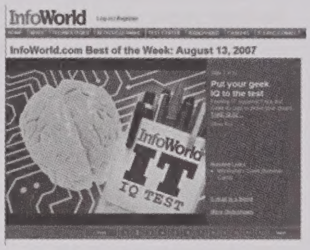
Hvad kan man opnå med SOA?

Computerworld Denmark launches the Executive Live webcast series with IBM as the sponsor for the first six monthly segments.

Over the previous months IDG Sweden introduces community software that can be used across all the communities on the company's Web sites. Cap & Design relaunches its site on the new platform, which gives users their own blog, a profile page with a guest book and footprints and a forum to discuss various topics.

In the news:

Acer buys Gateway, deals blow to Lenovo


InfoWorld

InfoWorld.com Best of the Week: August 13, 2007

Put your geek IQ to the test

InfoWorld.com first foray into trying quizzes to boost traffic is a great success. By the end of its first week, the 20-question Geek IQ Test had more than 266,000 page views and was the No. 1 piece of content on the entire site every day that week, surpassing even the site's home page.

> *"My hope is that as all the business units gain more experience in video, the News Service can play a role in facilitating sharing of this material just as we facilitate the sharing of articles."*
>
> *— Elizabeth Heichler, editor-in-chief, IDG News Service*

10+ years

Bengt Marnfeldt, 37 • Carolyn Medeiros, 24 • Georg Sing, 24 • Kim Pennett, 24 • Tore Harald Pettersen, 22 • David Hill, 21 • Chris Cuoco, 21 • Roseann LaBruno, 20 • Abbie Lundberg, 19 • Michael Malone, 19 • Nancy Sheehan, 19 • Esther van Dijk, 19 • Brad Christensen, 18 • Simon Salamon, 18 • Gabi Lange, 18 • Heinrich Vaske, 18 • Lisa Ladle-Wallace, 17 • Sven-Erik Remmare, 17 • Nancy Newkirk, 16 • Keith Henry, 16 • Tiziana Parma, 16 • Dag Inge Karlsson, 15 • Michael Wallace, 15 • Sally Hudson, 15 • Melissa Gruber, 15 • Toralv Østvang, 14 • Thierry Parisot, 14 • Michele Peoples, 14 • Frank Froma, 14 • Carol Glasheen, 14 • Håkan Ogelid, 13 • Bill Hanck, 13 • Piper Sheer, 13 • Anders Sjölander, 13 • Lizah Aman, 13 • Jeffrey Kuta, 12 • Ulla McGee, 12 • Stefan Bohlin, 12 • Franz Koivunen, 12 • Christian Jahr, 12 • Danielle Levitas, 12 • Gemma Dietrich, 12 • Keith Kmetz, 12 • Maria Koprowska, 11 • Sandra Ng, 11 • Hiroko Ito, 11 • Junya Onuma, 11 • Joel Åsblom, 11 • Brian Kukowski, 11 • Rumi Nakano, 11 • Achim Schaefers, 11 • Michael Cousins, 11 • Mary Steeves, 11 • Jan Öhlund, 10 • Bing Zheng, 10 • Mark Hall, 10 • Toshiyuki Higuchi, 10 • Christopher Dawe, 10

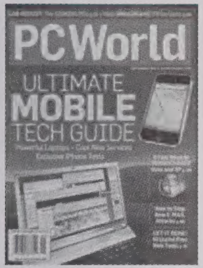
Faced with the need to quickly fill about a dozen entry-level positions, IDG India runs an advertisement on PC World India's Web site and as an insert in the July issue inviting interested candidates to apply for three-month internships with the promise of full-time work for successful trainees. Twenty-one candidates who excelled on an online screening test for the IDG Rookie Program were invited to IDG India's Bangalore headquarters to meet with staff on a Sunday in August. Six were offered positions that day.

中国游戏开发者大会 2007
CHINA GDC 2007

Capitalizing on China's rapidly growing gaming industry, IDG World Expo China co-produces the country's first Game Developers Conference (GDC) in Shanghai. Organized in conjunction with CMP Technology, which holds the global license for the show brand, GDC China drew more than 700 game developers who paid up to US$660 to attend the Aug. 27-29 event, an unusually high price by local standards.

*Several event planners from the Framingham, Mass., area meet to brainstorm confe[illegible]ence-organizing ideas, share experiences about vendors and venues and explore ways they can collaborate to save time and money. From left: CXO Media Director/Event Development **Deb Begreen**, Network World Director of Event Operations **Dale Fisher** and Compuerworld Director of Event Management **Michael Meleedy**. Back: Director of Operations and Custom events/IDC U.S. Conference Group **Joan Jolley**.*

SEPTEMBER



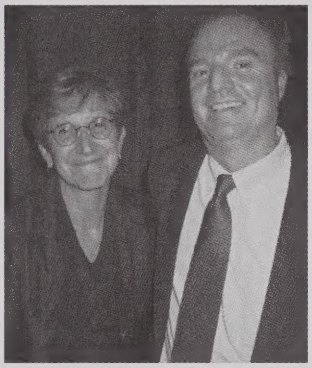
PC World's redesign and reorganization of its print publication is done to produce "a magazine that makes sense in the Web era," said **Harry McCracken**, PCW VP and editor-in-chief. Among the cover changes: PC World's red rectangle logo is now in upper and lower case, and the overall design scheme is more informal.

In the news:

European court denies Microsoft appeal of antitrust ruling

DEMO 07 CHINA

Audience numbers were up and interactive sessions more plentiful at the second DEMO China in Beijing. The event introduced new products from 30 vendors for an invitation-only crowd of more than 500 — 200 more than last year — Chinese and foreign investors, entrepreneurs, global media representatives and distributors. DEMO China Project Manager ***Darren Xiao*** *(top, right) joins colleagues from Entrepreneur China, which co-organized the event with IDG World Expo China.*



IDG List Services President ***Deb Goldstein*** *retires after 21 years with the company; she is succeeded by VP/Brokerage Services* ***Andrew Sambrook****, who is promoted to general manager.*

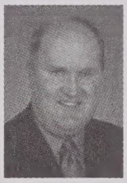
AdThink Media, a French Internet group, purchases the business assets of IDG France and in the process created a joint venture company with IDG called IT News Info. IT News Info will operate the online sites LeMondeInformatique.fr, Reseaux-telecoms.net, Distributique.fr, DigitalWorld.fr, and CIO-online.com, manage the CIO conference business and publish CIO and Digital World magazines.

IDG's Training & Development group introduces online technical training through lynda.com.

As a way to expose advertising clients to user-generated content on Computerworld.com, the marketing team launches an online contest for clients with a free Apple iPhone as the prize for playing.

10+ years

Gebhard Osterwalder, 22 • Mary Gibbons, 22 • Angele Boyd-Myers, 21 • Marianne Nichols, 21 • Gary Beach, 20 • Kevin Greene, 20 • Paul Arabasz, 20 • Hillary Smith, 19 • Asle Reium, 18 • Debbie Bernardi, 18 • John St. Martin, 18 • Colleen Beattie, 17 • Maria Jose Marzal, 17 • George Bulat, 17 • Lennart Eknar, 17 • Thomas Roos, 17 • William Bernardi, 16 • Maria Grazia Tripodi, 16 • Simona Cattaneo, 16 • Donna Moschella Hopkins, 15 • Hermann Apfelboeck, 15; • Uwe Kielmann, 15 • Josef Kreitmair, 15 • Maryse Gros, 15 • Juan Ramon Melara, 15 • Rosemary Pickett, 15 • Alyson Morales, 15 • Cheryl Talamini, 14 • Urszula Imbirska, 14 • Cheryl Talamini, 14 • Edith Hoellersberger, 14 • Ruzena Holikova, 13 • Patricia Duhl, 13 • Jean-François Macanda, 13 • Michal Kreczmar, 13 • Glenn Mosesso, 12 • Dan Miller, 12 • Aldona Rekawek, 12 • Jos Schong, 12 • Frank Hayes, 12 • John Daly III, 12 • Jana Jizbova, 11 • D.H. Oh, 11 • Peter Holmgren, 11 • James Walker, 11 • Jose Rodriguez, 11 • Dan Orum, 11 • Matt Hamblen, 11 • Thomas Rau, 10 • Margit Rützel, 10 • Andrzej Garwolinski, 10 • Warren Childs, 10 • Arpád Palotai, 10 • Alana Dros, 10 • Nancy Weil, 10 • Jason Kelly, 10 • Juan Carlos Perez, 10 • Marianne Kolding, 10 • Steven Phillips, 10 • April O'Connor, 10 • Laura Kastelic, 10 • Jun Kawahara, 10 • Tanya Braitchouk, 10 • Jennifer McKean, 10 • Barbara Hall, 10 •Terri Haas, 10



Global Retail Insights, IDC's sixth and most recent addition to its family of vertical-market-focused Insights companies, produces its first webcast under the direction of VP/Research ***Scott Langdoc****.*

TheMarker IT COMPUTERWORLD

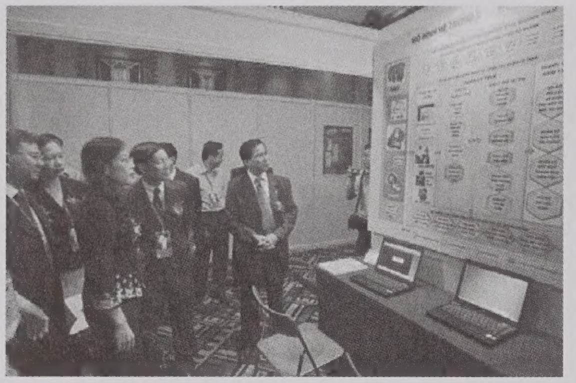
New IDG licensee The Marker, publisher of Israel's top business publication, launches its IT-focused Web site in Tel Aviv. The site is co-branded as Computerworld.

> "One of our areas of strength is that we are part of the global IDG network."
>
> -- D.H. Oh, managing general partner, IDG Ventures Korea

IDG Corporate Sales' VP/Corporate Development **Charles Lee** and IDG Communications' Assistant to the CEO **Nelva Riley** receive Boviard Corporate STAR Awards.

IDC's 17th European ICT Forum in moves to Berlin; 600 attendees learn about new survey findings on convergence, Enterprise 2.0 and green IT attitudes.

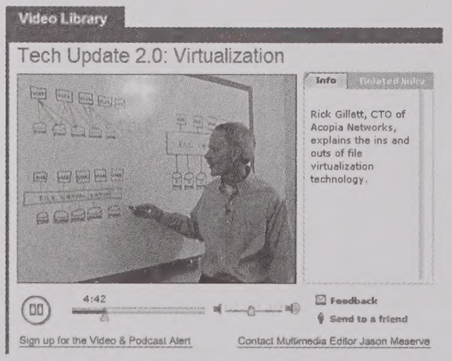
InfoWorld's fourth Virtualization Executive Forum in New York City attracts more than 300 participants, who as a group manage significantly larger IT budgets than previous attendees. InfoWorld staff onsite included (l-r): ***Amy Dion****, event director;* ***Roseann Labruno****, sales associate, InfoWorld.com;* ***Jill Martay****, VP, Events;* ***Kaitlen Murphy****, content manager, Events. Back Row:* ***Ahmad White****, marketing specialist, Events;* ***Dave Colford****, VP Business Development, Events;* ***Hal Mentlik****, VP Sales, InfoWorld.com.*



IDG Vietnam & Indochina Managing Director **Tam Le** (right) looks at a display along with representatives from the Ministry of Finance at the fourth annual ICT in Finance Conference & Exhibition in Hanoi. The one-day CIO Conference and Awards was part of the four-day event.

> "We're managing print for profit, online and events for growth and proving the strategy can work."
>
> — Bob Carrigan, CEO, IDG Communications

IDG brands are recognized for superior editorial and design with five gold, six silver and one bronze award in the annual Folio competition. CIO, Computerworld, InfoWorld, Macworld, Network World and PC World all received honors. L-R: **Harry McCracken**, editor-in-chief, VP, PC World; **Jason Snell**, editorial director, Mac Publishing; **Craig Stedman**, news editor, Computerworld; and **Abbie Lundberg**, editor-in-chief, CIO; display their business units' Folio Awards.



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Tech Update 2.0: Virtualization

Rick Gillett, CTO of Acopia Networks, explains the ins and outs of file virtualization technology.

As part of its array of online multimedia options, Network World introduces the Tech Update 2.0 series, which features an outside expert explaining a technology topic while drawing on a whiteboard for five to 10 minutes, much the way a professor would explain a concept in a classroom.

PC World's coverage of Apple Computer, Inc.'s iPod announcements last month includes something new: a live, 90-minute chat room with real-time reporting from the Apple event in San Francisco in which participants could ask questions and comment on the latest developments in iPods as they were released.

Australian Reseller News hosts the first awards event in its 16-year history, drawing 450 representatives of the local channel market to a sold-out dinner in Sydney. ARN Editorial Director **Brian Corrigan** (right) presents the Retailer of the Year award to Leading Edge Computers' Ross Whitelaw.

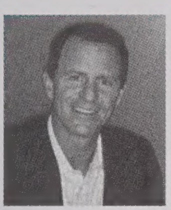
Macworld's iPhone Superguide is the fifth in the popular series of how-to books. Since the Superguide's inception two years ago, the books have contributed more than $200,000 to Mac Publishing's bottom line.

Macworld iPHONE SUPERGUIDE

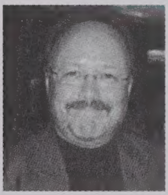
The focus is on small businesses and entrepreneurs at DEMO, the twice-yearly conference produced by Network World where new technology products and services are shown publicly for the first time.

CIO India Editor-in-chief **Vijay Ramachandran** (left) moderates the CEO panel discussion at the second CIO 100 Symposium and Awards. Held in in New Delhi, the event provided an opportunity for more than 130 attendees to get some top-level management perspectives from international thought leaders and experts.

OCTOBER

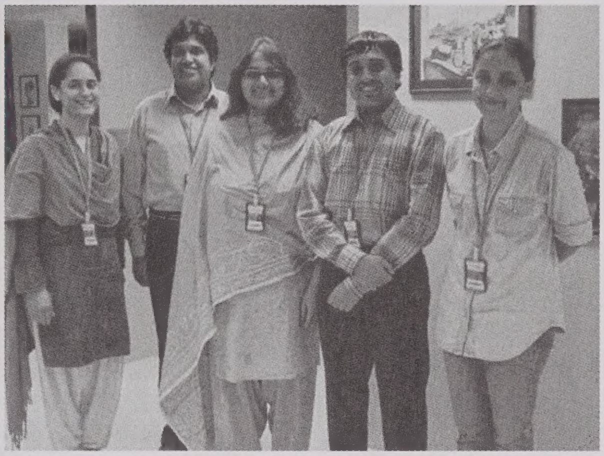


Mike Kisseberth takes the reins as president & CEO of Mac Publishing and PC World Communications. Kisseberth has served in leadership positions at CNET Networks since 2001, most recently as senior vice president of corporate sales and operations.



John Gallant, formerly Network World's president, editorial director and general man[illegible]er, online, is named CEO and publisher., succeeding **Evilee Ebb**, who leaves IDG after a 19-year career at the company.

The staff of PC World Latin America (PCWLA) reorganizes to become an IDG licensee, the Hispanic American Publishing Group (HAPG), and be better suited to meet the challenges of operating in a relatively small IT market. HAPG President **Trino [illegible]mos** (right), presents one of the PCWLA Awards to a Samsung representative during its annual awards event in Miami.



*IDG signs a license with its second partner in Pakistan, Rasala Publications, which will launch a CIO Web site in early 2008 followed by a monthly, English-language CIO title. (L-R): CEO **Rabia Garib**, Editor **Hassan Pasha** (CIOPakistan.com), Editor **Charmaine Hoodbhoy** (CSO, CMO, CEO), Editor **Kashif Malim** (CIO) and Marketing Director **Salaina Haroon**.*

DVD CD

Die Software-Hits des Jahres

PCWELT

Aus für XP!

Die ORIGINAL Microsoft-Tuning-Tools

So sicher ist Ihr Rechner!

Rettungs-XP für USB-Stick

Nie mehr Update-Nerv!

Verrückte XP-Tricks, Geniale Effekte!

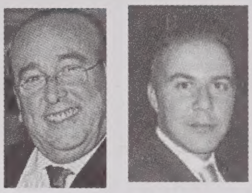
Die 100 besten Romane

PC-Welt unveils a redesign that further distinguishes it from its German competitors and links it more closely to the Web site, which was redesigned in June.

*IDG News Service Editor-in-chief **Elizabeth Heichler** talks with Australian Macworld Associate Publisher **Nick Harris** at the combined IDG Global Product Line Meeting in Boston. More than 230 employees from 33 countries attended. The PC World/Macworld and enterprise business units shared a combined meeting day, and interviews of 14 speakers were posted on IDG Central.*

In the news:

SAP buys Business Objects in riposte to Oracle



*IDG Spain Country Manager **Francisco "Paco" Zabala** (left) retires after 25 years with IDG. **Manuel Pastor**, most recently manager of IDG Spain's online business, is named country manager.*

OMGLists

When we list, the world listens

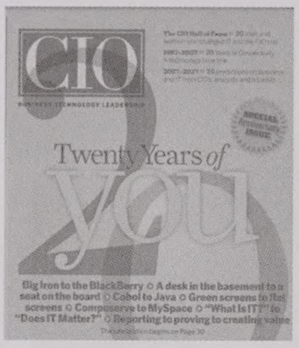
IDG creates five new sites that offer new lines of content to attract additional audiences.

PC-Welt invites online readers to send in screenshots of their desktops for a contest that features a gallery of the submissions; more than 1,000 readers respond.

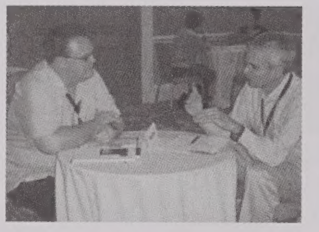
10+ years

Nancy Mallette, 28 • Lloyd Cohen, 28 • Maria Doehler, 27 • Anton Paunert, 23 • Juan Jose Marquez; 23 • Jose Luis Villacorta, 23 • Lene Sekjaer, 22 • Cheryl Podda, 21 • Rune Antonsen, 20 • Frank Gens, 19 • Terri Schafer, 19 • Don Kennedy, 19 • Christophe Witte, 18 • Marco Tennyson, 18 • Javier Rodriguez, 18 • Martin Wallström, 18 • Bruno Agostini, 18 • Cornelia Kraemer, 17 • Gerhard Holzwart, 17 • Hans Hausner, 17 • Wilson Wan, 17 • Andrew Ware, 17 • Duane Hampson, 17 • Stephen Fontaine, 17 • Yumiko Oshima, 16 • Darren Whiteman,16 •Stephen Hendrick 16 • Steve Pelosi, 16 • Stefan Ueberhorst, 16 • Luis Palacios, 16 • Joe Loiselle, 15 • Juergen Hil, 15 • Wlodzimierz Duszyk, 15 • Charlotte Kempe, 15 • Martin Kybal, 15 • Vera Batorova, 15 • Ahlert Hysing, 15 • Deb Winders, 15 • Bill Laberis, 15 • Maria Lindström, 15 • James Farley, 15 • Simona Varisco, 15 • Søren Adelkvist, 15 • Joachim Hackmann, 15 • Selinna Chin, 14 • Stephanie Faucher, 14 • Sean Weglage, 14 • Carolyn Johnson, 14 • Gunnar Astrup, 14 • Wolfgang Sommergut, 13 • Margit Kuther, 13 • Marcel Schaper, 13 • Freeman Bradley, 13 • William Manning, 13 • Gabriele Ehlers, 13 • Sharon Stearns, 13 • Sabine Meyer, 13 • Fredrik Bernsel, 13 • Thomas Gunni Pedersen, 12 • Ricardo Sampaio, 12 • David Ramel, 12 • Mary Scanlon, 12 • Gerda Tausch, 12 • Heidi Schwab, 12 • Karen Battley, 12 • Beth Kamoroff, 12 • Jitka Vyhlidkova, 11 • Raymond Boggs, 11 • Robin Morris, 11 • Ursula Nehring, 11 • Mauro Buccola, 11 • Alejandro Garcia, 11 • Marisa Gijon, 11 • Miguel Angel Gomez, 11• Martin Canning, 11• Yasuhiro Watanabe, 11 • Robin Morris, 11 • Amy Bonner, 11 • Slawomir Kosielinski, 11 • Magnus Höij, 11 • Moriyama Masaaki, 10 • Andrew Glassock, 10 • Frank Niemann, 10 • Michito Kimura, 10 • Mitchell Rose, 10 • Petr Mandik, 10 • Morten Solli, 10 • Maritha Norlin, 10 • Ryuta Nasukawa, 10 • Esther Ng, 10 • Michele De Filippo, 10 • Brian McDonough, 10

> *"I believe that IDG will continue to be a Web-centric company long into the future, but access to the Web will be increasingly from mobile devices rather than from PCs."*
>
> — Pat McGovern, chairman, IDG



CIO celebrates its 20th anniversary with a special issue, a festive lunch for staff in Boston and the induction of 20 outstanding IT contributors into the CIO Hall of Fame during the CIO|08 The Year Ahead conference.



*IDC Senior Vice President/Research **Frank Gens** (right) meets with Skip MacAskill, director, Analyst Relations at Cisco Systems, during the 16th annual IDC Global Research Advisory Council meeting near San Diego. More than 100 of IDC's largest clients from around the world discuss IDC's initiatives for the upcoming year; provide feedback on existing products and services; and network with IDC's senior management, analysts and their peers.*

IDG Germany hosts the first DEMO event to be held in Europe as 21 technology firms introduce their new products in Munich. Computerwoche and CIO Germany Publisher **Michael Beilfuss** (left) congratulates a member of the team from an Israeli VoIP software company, which won the DEMOgod award for best presentation at the show.

> *"The response to the event was overwhelmingly positive, and we want to thank everyone for their tremendous support of E for All."*
>
> *— Mary Dolaher, CEO, IDG World Expo*

IDG Ventures
KOREA

*IDG Ventures Korea opens for business on Oct. 1 in Seoul, expanding the scope of IDG venture capital offices that began in China in 1992 and now also operate in the U.S., Vietnam and India. The IDG Ventures Korea team (from left): Internal Support Manager **Jung-Hee Kim**, General Partner **Sung-Tae Jin**, Finance Manager **Matthew Lee**, Managing General Partner **Duk-Hwan Oh**, Junior Partner **Hak-Kyoon Kim**.*

e for all
e for all

Gamers, publishers, exhibitors and retailers come together in Los Angeles for IDG World Expo's inaugural E For All. The four-day gaming event drew approximately 18,000 attendees as well as media attention as wide-ranging as The New York Times, Popular Science and Agence France Presse.

*IDC Chief Research Officer **John Gantz** was one of the speakers at IDC EMEA's fifth EMEA Client Summit in Marbella, Spain for senior decision-makers from top 50 EMEA clients. The Client Summit provides a unique forum for clients to shape and influence IDC's offerings and at the same time allows the company to demonstrate its integrated go-to-market solutions that give it unrivaled competitive advantage in the region.*

*InfoWorld Marketing Director **Kaila Bongiovanni** and Senior Vice President, Strategic Development **Paul Calento** work on a podcast for InfoWorld's sales team. The series covers new InfoWorld product offerings and research presentations, unified InfoWorld communications, positioning and multimedia programs and frequently asked questions.*

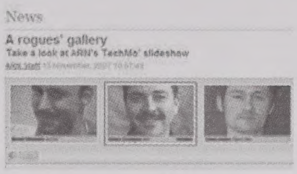
NOVEMBER

The team behind IDG Denmark's successful recruitment site, JobWorld.dk, launches its first conference as a way to deepen their relationships with human resources professionals and expand the Jobworld brand. Eighty HR managers attend the event, which was focused on how to attract and keep IT employees.

IDC South Africa, a subsidiary office that opened its doors in July, hosts its first conference in Johannesburg. The IT Infrastructure Roadshow attracted 142 attendees. Among the organizers: IDC South Africa Country Manager ***Nicola Quinn*** *(left) and Conference Specialist* ***Nono Mokonyane****.*

In the news:

Google makes its mobile phone play with Android platform

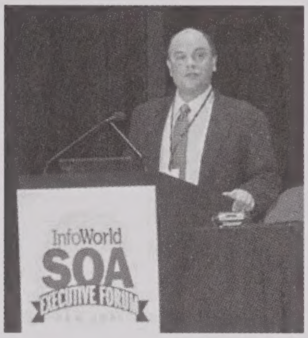


News

A rogues' gallery

Take a look at ARN's TechMo' slideshow

Australian Reseller News' readers and staff support a fundraiser that promotes awareness of male health issues in six countries by encouraging men to grow mustaches during the month of November. ARN's Web site featured a slideshow of participants and a contest.



InfoWorld Editor-in-Chief **Eric Knorr** emcees the ninth edition of the SOA Executive Forum in New York City. Among the changes InfoWorld implemented for this event: a marketing push on Facebook.com.

IDG World Expo General Manager **Melinda Kendall** is honored as one of five Show Managers of the Year, as se[illegible]cted by The Expo Group, a [illegible]allas-based contractor, in recognition of her work on the LinuxWorld Conference & Expo and Next Generation Data Center Conference & Expo.

Business Continuity
Management 2007
Information

IDG Japan's Exposition & Convention Group produces Saas World and Business Continuity Management; co-located events that draw more than 5,000 attendees. (L-R): ***Masato Tsuchiya****,* ***Yoriko Yamaguchi****,* ***Tada'aki Nishida****,* ***Minori Tanji****,* ***Keisuke Onodera****,* ***Masato Kaneko*** *and* ***Atsushi Watanabe****.*

CIO | 08 The Year Ahead

CIO India holds its inaugural CIO|08 event, a six-day extravaganza completely supported by sponsors, which involved flying 100 C-level attendees to two venues in Malaysia for conference sessions and networking opportunities.

> *" I believe to be successful we must push hard in certain areas: content, syndication, audience development: community engagement and database."*
>
> – Colin Crawford, executive vice president, online, IDG Communications

10+ years

Ted Bloom, 40 • Shirley Horrocks, 30 • Sheryl Merchant, 26 • Stephen Josselyn, 25 • Birgit Goetz, 24 • Miguel Angel Hermosell, 25 • Fernando Rodriguez, 22 • Andrea Kuehler, 22 • Marianne Kraus, 21 • Jose Luis Diaz, 21 • Sergio Saenz, 21 • Michelle Chase, 20 • Lars Dahmén, 20 • Jayne Enos, 19 • Donna Fraser, 19 • Sally Reinfeld, 19 • Donna Cahill, 18 • Elizabeth Heichler, 18 • Susan Middleton, 18 • Annika Svanström, 18 • Sandy Wong, 18 • Fukuda Yoshitomo, 18 • Michaela Maack, 17 • Gaby van Meijnckens, 16 • Jolanta Szot, 16 • Johan Egging, 16 • Corinne Huron, 16 • Hugo Shong, 16 • Irene Ford, 16 • Karen Wilde, 16 • Patrick Gorman, 16 • Dawn Kezar, 15 • Grazya Skibniewska, 15 • Gisle Orlund, 15 • Richard Heiman, 14 • Marc Ferranti, 14 • Adam Gaffin, 14 • Todd Simms, 14 • Timothy Greene, 13 • Ron Milton, 13 • Seana Dowling-Guyer, 13 • Silvia Cardinale, 13 • Chris Lindquist, 13 • Ilva Schuring, 13 • Pavel Kraml, 12 • Natalia Peksa, 12 • Alexander Huels, 12 • Fay Harward, 12 • Steven Gray, 12 • Deborah Lovell, 12 • Leilani Lopez, 11 • Michael Draper, 11 • Paul McNamara, 11 • Denny Arar, 11 • [illegible]nnemarie Lootsma, 11 • Mario Morales, 11 • Wolfgang Schlichting, 11 • Pat Thibodeau, 11 • Joseph Howard, 10 • Patricia Murphy, 10 • Hyun-Ju Kim, 10 • Ludovic Poussier, 10 • Alexander Mohn, 10 • Meridith Levinson, 10 • Cynthia Reed, 10 • Jim Barrett, 10 • Johanna Ambrosio, 10 • Sandra Andersson, 10 • Craig Eastman, 10

DECEMBER

CXO Media President and CEO **Michael Friedenberg** (center) receives the IDG Chairman's Cup for Overall Management Excellence in FY07 from IDG Chairman **Pat McGovern** (left) and IDG Communications CEO **Bob Carrigan**.

IDG
WORLD EXPO

IDG World Expo CEO **Mary Dolaher** wins the Entrepreneur of the Year award for her launch of the E for All event, the initiation of the GreenXchange Conference and Exposition and the launch of the Next Generation Date Center event.

> *"At the beginning of calendar year 2007 we launched the Digital Marketplace programs, which help our clients understand the dynamics of the Internet and explore the impact of and opportunities in social networks, online content distribution and advertising."*
>
> *— Kirk Campbell, president & CEO, IDC*

*PC World Mexico Editor & Publisher **Ricardo Castro** holds one of the awards presented at the first PCW Mexico Awards ceremony. Some 150 high-level representatives from 40 companies in the country's IT community attended.*

greenXchange

Tapping into growing concerns about environmental sustainability, IDG World Expo holds the first GreenXchange Global Marketplace Conference. The two-day event in Los Angeles brings together business buyers, sellers, thought leaders and government policy makers to exchange ideas, alliances, and information. Discussions and ideas presented at the conference will be used to shape the agenda for the first annual GreenXchange Xpo™ in October 2008.

*Participants in the Media Management Institute spend three days developing a clearer understanding of IDG's business as well as the challenges facing the company as it continues to adapt to the business realities of an online-centric publishing operation. (Front, l-r): **Eric Dahl**, PC World; **Patrick Kenney**, IDG International Publishing Services; **Tom Kroon**, Network World; **Per Melker**, CXO Media. (Seated, l-r): **David Lake**, PCW/Macworld; **Ian Lamont**, Computerworld; **David Baron**, IDG Connect; **George Hu**, IDG Entertainment; **Wayne Humphrey**, IDG Corporate Services Group; **Jeremy Rueb**, IDG Corporate Sales; **Melinda Kendall**, IDG World Expo. (Back, l-r): **Olga Rybak**, IDG Communications; **Susan Murray**, CXO Media; **Kate Zinn**, IDG Corporate Sales; **Rob Giuffre**, IDG Entertainment; **Bob Gleason**, IDG Technology Services Group; **Eric Cormier**, Network World; **Beth Ramistella**, CXO Media; **Joe Tersigni**, IT World Canada; **Sean Nakamura**, InfoWorld; **Jen McKean**, IDG Research Services; and **Sharon Machlis**, Computerworld.*

*Working with the United Way, Office Services Coordinator **Mary Wooldridge** (far left) organizes a giving tree in CXO Media's reception area, and a group of business unit employees donate gifts to fulfill the wishes of 20 local people in need. In addition, CXO Media's Marketing Department and several other employees connect with a nonprofit group in Framingham, Mass., to provide gifts for a family with six girls.*

In The News:

Security researchers call out Facebook's Beacon for privacy violations

An independent report from Outsell validates IDC's vertical market growth strategy, cites the company's strong product ine and good customer satisfaction and commends IDC's commitment to global coverage as a key strength.

Peace, joy and friendship
Paix, joie et amitié
Paz, júbilo y amistad

Thank you...

...to the many IDG employees worldwide who have contributed story ideas, written columns, answered questions, taken photographs, sent anniversary lists and helped us make IDG World Update possible this year. Best wishes to all for a happy, healthy and prosperous New Year!

— The Editors

10+ years

Shirley Horrocks, 30 • Rick Ciliberto, 25 • Stephen Josselyn, 25 • Birgit Goetz, 24 • Andrea Kuehler, 22 • Marianne Kraus, 21 • Lars Dahmén, 20 • Karen Timons, 20 • Lucinda Borovick, 20 • Mary Lester, 20 • Mary Ann Doolin, 19 • Sagrario Fernandez, 17 • Micheala Maack, 17 • Gaby van Meijnckens, 16 • Kristen Kim, 16 • Mar Cabanas, 16 • Mauro Calderara, 16 • Tina Pescaro, 15 • Avneesh Saxena, 14 • Rodney Barnes, 13 • Ilva Schuring, 13 • Elizabeth Martinez, 13 • Neal Winberg, 13 • Michelle Vittori, 13 • Joan Olson, 13 • Kathleen McKay, 12 • Alexander Huels, 12 • Pavel Kraml, 12 • Barbara Irvine, 12 • Janis Dempsey, 12 • Diane Elhilow, 12 • Natalia Peksa, 12 • Kimberly Saccio-Kent, 11 • Diane Bobbitt, 11 • Annabelle Ducellier, 11 • Shigeru Nakabayashi, 11 • Tehmasp Parekh, 11 • Frederick Broussard, 10 • Joseph Howard, 10 • Patricia Murphy, 10 • Regina Walker, 10 • Hyun-Ju Kim, 10 • Ludovic Poussier, 10 • Alexander Mohn, 10 • Laurie Marinone, 10

IDC's Giving Tree program, in cooperation with the South Middlesex Opportunity Council, provide gifts for 25 families (including 67 children) in the greater Framingham, Mass., area. Employees at 501 Second Street in San Francisco contribute to the city's Firefighter's Toy Program and the food bank and donate the proceeds from Amazon.com raffle tickets to those charities.

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